

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		NOV. 23-29, 1987			
DAY	TIME	DUR	NET	NO. OF T/C	K E Y	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18-49	LOH 18- W/CH	W O M E N					M E N					T E E N S		CHILDREN										
#STNS	CVG%	TYPE										18- 49	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11								
EVENING																																		
A DIFFERENT WORLD(R)																																		
THU	8.30P	30	NBC	8	A	16.9	33	1497	2066	401	338	76	902	307	513	459	398	323	690	262	440	392	346	184	262	168	212	152						
	207	98	CS	8	B	26.6	42	2352	1787	372	312	101	860	342	543	474	348	263	484	198	312	286	212	133	183	106	260	165						
					C	26.6	42	2352	1787	372	312	101	860	342	543	474	348	263	484	198	312	286	212	133	183	106	260	165						
A YEAR IN THE LIFE																																		
WED	9.00P	60	NBC	9	A	12.3	22	1090	1816	398	326	81	941	291	543	524	452	343	574	183	342	319	294	197	117	56^	185	107						
	202	99	GD	9	B	12.3	20	1087	1553	338	280	90	857	302	507	467	377	297	429	156	255	238	192	145	135	81	133	85						
	9.00 - 9.30				C	12.3	20	1087	1553	338	280	90	857	302	507	467	377	297	429	156	255	238	192	145	135	81	133	85						
	9.30 - 10.00				A	11.7	20	1037	1812	391	321	74	950	276	532	515	462	362	554	170	318	306	283	204	126	60^	182	97						
					A	13.0	23	1152	1806	400	327	87	925	303	548	528	440	324	587	194	361	328	302	189	109	53^	185	115						
ABC MOVIE SPECIAL-SAT(S,R)																																		
SAT	8.00P	120	ABC		A	8.1	14	718	2034	270	209	74^	692	220	421	398	337	214	823	254	501	517	464	220	239	68^	281	176						
	176	88	FF																															
SMOKEY AND THE BANDIT, II																																		
	8.00 - 8.30				A	6.7	12	594	1914	229	171	72^	671	185	375	367	336	230	802	207	452	496	481	232	247	74^	195	135						
	8.30 - 9.00				A	8.0	14	709	1998	247	194	73^	661	204	395	380	319	212	787	224	464	489	458	218	245	63^	305	195						
	9.00 - 9.30				A	8.6	15	762	2074	277	217	71^	673	229	419	397	322	200	839	279	523	537	461	218	249	66^	312	195						
	9.30 - 10.00				A	9.2	16	815	2095	311	238	78^	746	249	473	434	362	216	845	288	542	532	456	212	215	68^	290	168						
ABC THURSDAY NIGHT MOVIE																																		
THU	9.00P	120	ABC	8	A	9.7	19	859	1765	356	271	67^	906	237	453	406	473	410	644	242	373	324	313	215	102	56^	114	78						
	203	96	FF	8	B	9.8	16	867	1645	294	228	74	730	232	421	386	354	265	627	234	396	361	292	186	122	57	166	110						
					C	9.8	16	867	1645	294	228	74	730	232	421	386	354	265	627	234	396	361	292	186	122	57	166	110						
N. ROCKWELL 'BREAKING HOME TIES'																																		
	9.00 - 9.30				A	8.1	15	718	1889	370	285	73^	976	233	470	423	504	471	674	262	399	325	303	222	100	53^	138	89						
	9.30 - 10.00				A	9.1	17	806	1784	355	270	68^	925	232	466	415	503	417	643	230	369	324	321	214	101	55^	115	74^						
	10.00 - 10.30				A	10.9	21	966	1725	352	269	69	871	241	443	400	450	382	638	251	380	324	310	203	101	55^	115	83						
	10.30 - 11.00				A	10.6	21	939	1713	354	267	61^	880	243	443	397	450	390	634	229	351	328	319	225	104	62^	94	69						
ADVENTURES-BEANS BAXTER																																		
SAT	9.00P	30	FOX	5	A	1.9	3	168	1738	286^	278^	121^	464	355^	407	316^	84^	37^	654	318^	484	402	275^	143^	243^	128^	377	296^						
	104	77	CS	5	B	2.2	4	197	1750	235	202	63^	504	239	393	335	238	88^	533	249	401	325	219	109^	327	131^	386	261						
					C	2.2	4	197	1750	235	202	63^	504	239	393	335	238	88^	533	249	401	325	219	109^	327	131^	386	261						
ALF																																		
MON	8.00P	30	NBC	10	A	18.9	29	1675	1956	320	276	104	715	319	501	428	280	182	523	246	395	338	230	99	262	143	456	288						
	203	99	CS	10	B	18.9	29	1671	1897	319	271	108	714	330	509	443	281	163	502	243	394	345	215	85	246	121	435	281						
					C	18.9	29	1671	1897	319	271	108	714	330	509	443	281	163	502	243	394	345	215	85	246	121	435	281						
AMEN																																		
SAT	9.30P	30	NBC	8	A	18.4	32	1630	1851	333	253	62	889	251	440	418	375	392	544	212	302	257	195	210	185	130	232	142						
	207	99	CS	8	B	18.0	32	1594	1711	320	238	61	876	234	425	409	391	395	487	149	255	248	223	196	151	93	197	140						
					C	18.0	32	1594	1711	320	238	61	876	234	425	409	391	395	487	149	255	248	223	196	151	93	197	140						
BEAUTY & THE BEAST																																		
FRI	8.00P	60	CBS	8	A	12.7	22	1125	1893	390	303	57	924	225	517	502	479	354	683	172	394	373	400	242	115	73	171	102						
	205	98	A	8	B	13.2	23	1165	1712	342	259	82	881	259	488	464	417	331	558	155	310	299	297	208	87	47	187	118						
	8.00 - 8.30				C	13.2	23	1165	1712	342	259	82	881	259	488	464	417	331	558	155	310	299	297	208	87	47	187	118						
	CONT'D				A	12.0	21	1063	1845	376	291	54^	904	212	497	481	472	355	675	160	377	361	399	255	107	67	159	94						

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		NOV. 23-29, 1987			
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN							
											PERS	WOMEN	LOH 18-49	18- 49	18- 49	18- 49	25- 34	35- 44	45- 54	55- 64	18- 49	18- 49	25- 34	35- 44	45- 54	55- 64	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11				
EVENING CONT'D										A	13.4	23	1187	1936	402	313	60	942	238	535	521	486	353	689	182	409	383	400	231	122	80	183	110	
BEAUTY & THE BEAST-CONT'D 8.30 - 9.00										A	13.4	20	1187	1751	341	301	117	705	346	543	465	309	129	695	354	566	474	303	104	185	107	167	121	
BEVERLY HILL'S BUNTZ SPCL(S) SUN 9.30P 30 NBC 191 96 CS										A	18.5	37	1639	2079	417	343	69	979	320	540	479	435	366	695	242	425	381	334	212	199	129	206	147	
BILL COSBY SHOW(R) THU 8.00P 30 NBC 212 99 CS										B	29.4	47	2607	1785	355	290	92	862	310	504	451	356	301	510	186	303	284	226	167	160	89	253	160	
BUGS BUNNY THINKSGVNG DIET(S,R) THU 8.00P 30 CBS 203 98 EA										C	29.4	47	2607	1785	355	290	92	862	310	504	451	356	301	510	186	303	284	226	167	160	89	253	160	
CAGNEY & LACEY MON 10.00P 60 CBS 210 99 OP										A	11.3	23	1001	2326	287	212	73	745	283	457	444	314	218	912	326	595	587	441	254	152	53A	517	329	
10.00 - 10.30										A	14.6	24	1294	1469	371	273	89	873	282	485	490	412	322	438	149	251	236	213	164	65	46A	92	58	
10.30 - 11.00										B	13.8	23	1223	1453	351	258	87	859	268	462	461	395	333	457	153	254	241	216	174	60	38	77	51	
										C	13.8	23	1223	1453	351	258	87	859	268	462	461	395	333	457	153	254	241	216	174	60	38	77	51	
										A	14.8	24	1311	1461	368	268	94	869	287	491	495	407	310	422	148	247	231	202	157	76	50	93	59	
										A	14.5	25	1285	1467	372	277	84	871	275	476	481	414	332	451	149	253	239	223	170	53	41A	92	57	
										A	9.7	17	859	1696	331	233	62A	885	212	449	458	460	382	627	127	310	341	356	259	88	46A	96	73A	
CBS SATURDAY MOVIE(R) SAT 8.00P 120 CBS 188 91 FF										B	8.7	15	768	1610	290	187	42A	852	185	378	383	428	417	603	104	269	309	329	272	74	36A	81	55	
AGATHA CHRISTIE MURDER-3 ACTS 8.00 - 8.30										C	8.7	15	768	1610	290	187	42A	852	185	378	383	428	417	603	104	269	309	329	272	74	36A	81	55	
8.30 - 9.00										A	9.8	17	868	1688	329	230	52A	866	190	406	417	453	407	620	133	304	330	350	255	85	44A	117	93	
9.00 - 9.30										A	9.6	17	851	1713	319	219	61A	897	225	455	456	453	393	631	124	315	350	363	253	82	43A	103	80	
9.30 - 10.00										A	9.4	16	833	1726	333	238	67A	894	215	478	483	471	361	646	121	318	350	374	271	99	47A	88	63A	
										A	10.0	17	886	1660	344	242	69A	884	219	460	475	462	367	614	131	303	334	339	258	85	49A	76	56A	
										A	21.1	33	1869	1632	370	278	76	888	245	502	494	482	318	610	149	318	343	346	234	73	38	61	29A	
CBS SUNDAY MOVIE SUN 9.22P 120 CBS 206 98 FF										B	18.2	29	1615	1621	357	259	71	892	240	466	454	443	356	576	155	299	298	304	228	74	37	79	44	
THE LONG JOURNEY HOME 9.00 - 9.30										C	18.2	29	1615	1621	357	259	71	892	240	466	454	443	356	576	155	299	298	304	228	74	37	79	44	
9.30 - 10.00										A	20.9	30	1852	1657	387	280	71	907	236	468	476	476	362	609	136	289	318	337	266	61	31A	80	35	
10.00 - 10.30										A	21.6	32	1914	1631	377	283	71	897	241	497	491	485	332	602	143	307	330	338	242	70	37	62	25A	
10.30 - 11.00										A	21.2	33	1878	1632	376	282	75	888	249	510	498	488	308	605	149	315	344	345	228	74	37	65	34	
11.00 - 11.30										A	21.1	34	1869	1629	362	273	81	879	247	506	496	479	305	615	155	327	351	349	227	79	42	55	28A	
										A	20.5	39	1816	1617	355	271	78	875	245	499	490	470	309	617	153	333	354	356	228	70	36	56	26A	
CHARLIE BROWN THINKSGIVING(S,R) TUE 8.00P 30 CBS 207 97 EA										A	11.2	17	992	1966	272	221	151	726	279	483	439	309	217	478	196	318	323	207	131	180	103	582	319	
CHARMINGS CONT'D										A	6.1	12	540	2056	267	228	75A	844	249	464	444	403	333	823	367	609	487	362	181	192	73A	197	147	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PERMISSIBLE USES

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN										
									PERS			WOMEN	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.										
#STNS									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-						
EVENING CONT'D																																		
CHARMING-CONT'D																																		
THU	8.30P	30	ABC	9	B	8.1	13	717	1710	264	220	77	715	261	412	371	310	256	527	220	351	301	228	145	157	82	311	222						
	193	93	CS	9	C	8.1	13	717	1710	264	220	77	715	261	412	371	310	256	527	220	351	301	228	145	157	82	311	222						
CHEERS																																		
THU	9.00P	30	NBC	9	A	19.5	36	1728	2000	371	299	95	864	333	515	455	362	288	731	300	492	431	348	185	202	121	203	149						
	207	99	CS	9	B	25.3	40	2244	1711	371	310	106	833	348	544	480	341	240	550	225	368	338	251	141	152	87	176	105						
					C	25.3	40	2244	1711	371	310	106	833	348	544	480	341	240	550	225	368	338	251	141	152	87	176	105						
CRIME STORY																																		
TUE	10.00P	60	NBC	7	A	11.3	20	1001	1560	339	249	59^	755	201	428	398	420	274	579	157	340	350	346	185	102	61^	125	85						
	201	99	OP	7	B	12.1	21	1075	1565	276	199	57	742	180	368	375	393	311	661	210	385	363	352	229	85	40	78	45						
	10.00 - 10.30				C	12.1	21	1075	1565	276	199	57	742	180	368	375	393	311	661	210	385	363	352	229	85	40	78	45						
	10.30 - 11.00				A	11.2	19	992	1597	343	248	64^	754	200	424	390	421	276	590	163	349	368	354	180	103	62^	150	101						
					A	11.4	20	1010	1524	335	251	55^	755	202	431	405	420	272	568	150	332	331	339	190	102	59^	100	68						
DAFFY-THANKS FOR GIVING(S,R)																																		
THU	8.30P	30	CBS		A	12.7	24	1125	2215	287	211	69	711	257	457	428	336	197	772	287	518	494	361	203	185	75	546	331						
	203	98	EA																															
DALLAS																																		
FRI	9.00P	60	CBS	10	A	15.7	27	1391	1820	362	269	59	1065	234	497	507	476	498	564	139	295	307	283	225	58	34^	133	107						
					B	17.2	30	1528	1661	327	238	78	976	241	450	467	426	454	490	123	242	250	235	212	54	31	141	99						
	208	99	GD	10	C	17.2	30	1528	1661	327	238	78	976	241	450	467	426	454	490	123	242	250	235	212	54	31	141	99						
	9.00 - 9.30				A	14.9	26	1320	1839	362	270	58	1072	233	499	515	476	501	565	135	296	313	289	222	55	35^	147	115						
	9.30 - 10.00				A	16.4	29	1453	1814	363	270	60	1065	236	499	504	479	499	567	144	295	303	279	230	61	33^	120	102						
DESIGNING WOMEN																																		
MON	9.30P	30	CBS	9	A	17.1	26	1515	1512	374	279	98	852	302	497	476	376	297	439	177	267	242	190	159	113	72	109	72						
	210	99	CS	9	B	16.2	25	1439	1521	381	298	105	854	308	502	477	372	297	467	177	289	276	212	152	96	61	105	71						
					C	16.2	25	1439	1521	381	298	105	854	308	502	477	372	297	467	177	289	276	212	152	96	61	105	71						
DISNEY CELEBRITY CIRCUS(S)																																		
FRI	8.00P	60	NBC		A	13.2	23	1170	2025	261	195	100	840	250	397	384	345	398	671	229	375	376	269	254	109	54^	405	231						
	203	97	GV																															
	8.00 - 8.30				A	12.5	22	1108	2020	250	190	102	845	245	390	391	347	408	679	237	390	386	274	246	116	56^	380	216						
	8.30 - 9.00				A	14.0	24	1240	2014	268	198	96	830	253	401	375	342	387	659	220	358	364	263	260	102	52	423	243						
DISNEY SUNDAY MOVIE																																		
SUN	7.00P	60	ABC	10	A	11.4	17	1010	2060	271	240	141	746	301	548	466	347	179	535	220	387	367	279	96	318	164	461	329						
	216	99	FF	10	B	10.8	17	961	2040	281	235	118	728	289	486	438	320	210	574	231	413	378	278	130	200	94	538	332						
					C	10.8	17	961	2040	281	235	118	728	289	486	438	320	210	574	231	413	378	278	130	200	94	538	332						
STUDENT EXCHANGE, PART 1																																		
	7.00 - 7.30				A	10.5	16	930	2027	261	222	142	757	281	523	450	359	213	522	200	368	355	280	103	303	162	445	315						
	7.30 - 8.00				A	12.3	18	1090	2088	280	255	140	736	319	570	480	337	149	546	237	402	378	278	89	331	165	474	340						
DUET																																		
SUN	9.30P	30	FOX	6	A	2.7	4	239	1939	412	407	86^	680	418	593	415	239^	75^	614	430	555	464	163^	42^	241^	134^	404	229^						
	116	86	CS	6	B	2.8	4	248	1723	349	315	60^	666	373	542	437	253	94^	625	329	529	443	267	72^	235	150	198	129^						
					C	2.8	4	248	1723	349	315	60^	666	373	542	437	253	94^	625	329	529	443	267	72^	235	150	198	129^						
DYNASTY																																		
					A	13.3	25	1178	1642	365	288	76	907	238	467	468	443	380	515	190	294	294	242	158	116	81	104	82						
CONT'D																																		

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	NOV. 23-29, 1987																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18-49		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEEN S		CHILDREN	
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL WORKING PERS		LOH 18-49 W/CH	W O M E N					M E N					TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11									
											(2+)	18+		49	<3	18-	18-	25-	35-	18-	18-	25-	35-					35+								
EVENING CONT'D																																				
GROWING PAINS-CONT'D																																				
TUE	8.30P	30	ABC	9	B	23.9	36	2121	1773	356	310	109	769	364	543	451	288	191	473	238	353	300	189	91	234	131	297	204								
	220	99	CS	9	C	23.9	36	2121	1773	356	310	109	769	364	543	451	288	191	473	238	353	300	189	91	234	131	297	204								
HEAD OF THE CLASS																																				
WED	8.30P	30	ABC	9	A	14.5	25	1285	1800	353	279	104	771	320	484	446	300	235	507	205	364	344	244	112	200	105	323	222								
	214	99	CS	9	B	16.9	27	1499	1699	340	285	105	750	336	503	441	287	203	469	234	351	302	185	91	206	107	274	177								
					C	16.9	27	1499	1699	340	285	105	750	336	503	441	287	203	469	234	351	302	185	91	206	107	274	177								
HIGHWAY TO HEAVEN																																				
WED	8.00P	60	NBC	9	A	13.6	24	1205	1847	326	260	58	922	205	445	438	454	428	584	134	275	272	307	257	131	68	211	108								
	207	99	GD	9	B	14.3	23	1270	1744	295	220	64	866	195	402	410	420	396	518	133	253	246	265	228	139	67	221	138								
	8.00 - 8.30				C	14.3	23	1270	1744	295	220	64	866	195	402	410	420	396	518	133	253	246	265	228	139	67	221	138								
	8.30 - 9.00				A	13.3	24	1178	1851	316	250	57	916	201	438	427	455	429	596	138	287	281	312	256	123	64	216	111								
					A	13.8	24	1223	1857	337	271	60	934	210	454	451	457	430	577	131	265	265	305	259	139	73	207	105								
HOOPERMAN																																				
WED	9.00P	30	ABC	8	A	15.0	26	1329	1757	352	280	87	839	262	476	471	402	312	558	177	340	357	314	158	145	77	216	165								
	217	99	OP	8	B	16.4	26	1453	1654	322	259	97	782	297	482	457	344	245	532	222	358	326	241	141	145	74	195	128								
					C	16.4	26	1453	1654	322	259	97	782	297	482	457	344	245	532	222	358	326	241	141	145	74	195	128								
HOTEL																																				
SAT	10.00P	60	ABC	8	A	8.4	16	744	1683	367	305	105	850	287	501	435	372	301	555	230	325	351	232	150	122	70^	155	102								
					B	9.2	18	815	1564	332	258	82	854	256	438	417	383	356	484	175	269	267	217	172	102	65	125	79								
	193	96	GD	8	C	9.2	18	815	1564	332	258	82	854	256	438	417	383	356	484	175	269	267	217	172	102	65	125	79								
	10.00 - 10.30				A	8.2	15	727	1700	351	292	109	842	289	500	424	360	298	564	227	334	362	243	153	120	66^	174	120								
	10.30 - 11.00				A	8.6	17	762	1666	382	318	101	858	285	502	446	383	305	546	233	316	340	222	147	124	74^	138	86								
HUNTER																																				
SAT	10.00P	60	NBC	8	A	17.7	34	1568	1843	324	232	58	827	215	411	419	405	354	661	197	354	309	338	268	164	100	191	117								
	203	99	OP	8	B	17.4	33	1538	1745	328	247	63	833	235	450	440	419	318	616	172	335	329	335	230	147	83	149	98								
	10.00 - 10.30				C	17.4	33	1538	1745	328	247	63	833	235	450	440	419	318	616	172	335	329	335	230	147	83	149	98								
	10.30 - 11.00				A	17.4	33	1542	1844	325	233	57	836	215	412	418	404	362	644	199	341	293	315	266	166	104	198	115								
					A	18.0	35	1595	1843	322	231	59	819	216	410	420	406	347	678	195	367	324	360	270	161	96	185	120								
I MARRIED DORA																																				
FRI	8.30P	30	ABC	9	A	8.8	15	780	1716	345	293	90	866	329	551	474	373	281	513	268	399	267	191	101	128	78^	209	160								
	172	84	CS	9	B	10.3	18	916	1678	309	248	97	823	302	481	438	348	289	489	202	323	294	213	130	115	63	252	155								
					C	10.3	18	916	1678	309	248	97	823	302	481	438	348	289	489	202	323	294	213	130	115	63	252	155								
JAY LENO FAMILY COMEDY(S)																																				
WED	10.00P	60	NBC		A	14.7	27	1302	1705	338	271	88	816	313	492	452	363	270	643	244	415	381	321	191	120	56	125	96								
	203	99	CV																																	
	10.00 - 10.30				A	14.8	27	1311	1697	346	279	94	819	313	489	453	358	272	642	245	417	384	316	189	110	48^	126	93								
	10.30 - 11.00				A	14.5	28	1285	1725	332	264	82	819	315	498	454	371	269	648	245	416	381	328	193	132	64	126	100								
KATE & ALLIE																																				
MON	8.30P	30	CBS	10	A	14.0	21	1240	1524	363	271	70	860	241	420	416	394	375	493	167	258	248	217	214	95	66	75	52								
	210	99	CS	10	B	15.3	23	1359	1563	367	277	77	877	280	450	435	373	364	477	161	269	270	216	175	89	62	120	75								
					C	15.3	23	1359	1563	367	277	77	877	280	450	435	373	364	477	161	269	270	216	175	89	62	120	75								
LAS VEGAS: 75TH ANNIV.(S)																																				
SUN	9.00P	120	ABC		A	15.1	23	1338	1753	275	195	45^	901	160	346	365	425	473	644	143	286	306	334	293	78	47^	130	85								
	CONT'D																																			

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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
											PERS (2+)	18+		49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-11	TOT. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL		WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN								
									PERS (2+)		18+	49	18-49 W/CH	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	18- 12-	18- 12-	2- 6-	TOT.	TOT.			
EVENING CONT'D																																	
OLYMPIC DIARY-THU										A	10.7	21	948	1707	339	257	68	865	242	445	399	440	375	628	235	363	338	311	207	114	66 ^A	100	80
THU 10.39P										B	10.7	19	951	1614	286	222	79	730	239	428	397	359	253	630	234	408	369	299	179	120	57	135	89
204										C	10.7	19	951	1614	286	222	79	730	239	428	397	359	253	630	234	408	369	299	179	120	57	135	89
OLYMPIC DIARY-FRI										A	11.6	21	1028	1689	336	246	83	838	249	494	486	435	266	656	179	378	376	356	218	112	64	84	71
FRI 10.49P										B	12.3	23	1088	1596	300	222	90	811	238	450	437	401	297	617	183	367	372	308	197	81	39	86	54
210										C	12.3	23	1088	1596	300	222	90	811	238	450	437	401	297	617	183	367	372	308	197	81	39	86	54
OLYMPIC DIARY-SAT										A	8.6	16	762	1640	382	316	102	846	284	501	448	375	295	530	236	307	316	202	140	129	83 ^A	135	82 ^A
SAT 10.45P										B	8.9	17	789	1565	334	263	82	824	258	440	424	375	322	483	183	280	272	218	159	113	74	144	90
193										C	8.9	17	789	1565	334	263	82	824	258	440	424	375	322	483	183	280	272	218	159	113	74	144	90
OLYMPIC DIARY-SUN										A	7.3	12	647	1610	240	166	73 ^A	800	183	377	378	403	347	535	139	265	266	296	216	125	72 ^A	149	135
SUN 6.58P										B	6.7	13	596	1593	231	171	54	732	166	316	318	330	368	605	164	298	294	288	258	87	41 ^A	170	110
166										C	6.7	13	596	1593	231	171	54	732	166	316	318	330	368	605	164	298	294	288	258	87	41 ^A	170	110
OLYMPIC DIARY-SUN										A	14.8	24	1311	1754	288	207	39 ^A	904	160	354	362	430	484	681	147	292	315	348	316	52	38 ^A	117	71
SUN 10.45P										B	11.4	19	1010	1684	329	246	93	852	214	443	455	448	334	623	170	355	357	343	210	102	51	108	73
214										C	11.4	19	1010	1684	329	246	93	852	214	443	455	448	334	623	170	355	357	343	210	102	51	108	73
OUR HOUSE										A	12.7	19	1125	1796	308	223	50 ^A	863	200	400	412	394	403	585	194	334	309	275	203	152	67	196	137
SUN 7.00P										B	12.8	21	1131	1843	345	282	69	819	260	463	442	363	300	587	206	363	342	283	172	174	94	263	179
202										C	12.8	21	1131	1843	345	282	69	819	260	463	442	363	300	587	206	363	342	283	172	174	94	263	179
7.00 - 7.30										A	11.6	18	1028	1793	296	204	48 ^A	874	183	374	399	393	433	607	191	334	317	284	219	137	59 ^A	175	119
7.30 - 8.00										A	13.7	20	1214	1811	319	241	52	861	215	425	426	397	380	571	197	338	304	269	191	165	74	215	153
PERFECT STRANGERS										A	13.9	25	1232	1798	330	260	105	760	296	455	404	283	266	501	188	345	319	243	127	196	104	340	228
WED 8.00P										B	16.1	26	1424	1692	337	280	103	767	325	493	429	294	228	465	217	334	289	189	103	187	98	274	178
216										C	16.1	26	1424	1692	337	280	103	767	325	493	429	294	228	465	217	334	289	189	103	187	98	274	178
PRESIDENTIAL PORTRAIT										A	12.3	22	1090	1749	266	174	66	809	179	363	374	385	384	662	152	307	318	331	296	116	55	162	108
TUE 9.59P										B	13.1	21	1160	1564	328	243	76	844	245	442	430	398	337	539	166	297	288	270	205	85	42	96	61
209										C	13.1	21	1160	1564	328	243	76	844	245	442	430	398	337	539	166	297	288	270	205	85	42	96	61
THU 9.50P																																	
PURSUIT OF HAPPINESS										A	7.0	12	620	1760	376	288	80 ^A	904	257	519	470	427	333	574	249	366	286	213	165	176	100 ^A	106	97 ^A
FRI 9.30P										B	8.5	14	757	1650	310	227	67	817	248	443	412	374	313	499	173	301	284	230	154	132	77	202	135
177										C	8.5	14	757	1650	310	227	67	817	248	443	412	374	313	499	173	301	284	230	154	132	77	202	135
ROLLING STONE MAG. 20 YRS(S)										A	12.3	20	1090	1571	336	316	112	704	405	567	462	233	115	664	416	574	479	221	60	112	66	91	48 ^A
TUE 9.00P																																	
215																																	
9.00 - 9.30										A	12.5	19	1108	1569	364	335	116	743	410	577	462	249	144	602	355	496	418	217	78	126	81	98	58
9.30 - 10.00										A	11.4	18	1010	1572	345	328	126	721	417	583	473	238	119	678	430	584	487	223	63	94	62 ^A	79	42 ^A
10.00 - 10.30										A	13.0	22	1152	1583	325	310	110	683	407	569	469	226	90	687	430	602	509	233	52 ^A	119	64	94	41 ^A
10.30 - 11.00										A	12.2	22	1081	1575	313	295	99	678	391	545	449	220	109	696	454	620	505	213	46 ^A	109	56 ^A	91	52 ^A

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS		LOH	W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	NOV. 23-29, 1988																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																			
											PERS	WOMEN		18- 49	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25- 35-	18- 25-

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET #STNS CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N								
									PERS		WOMEN	LOH 18-49 W/CH	18- 49	18- 49	18- 49	25- 34	35- 44	18- 49	18- 49	25- 34	35- 44	18- 49	18- 49	25- 34	35- 44	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11				
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																	
21 JUMP STREET(R)-CONT'D																																	
	120	85	OP		11	C	5.6	9	492	1739	367	319	75	694	330	528	424	307	122	552	312	439	337	211	85	275	156	218	131				
	7.00 - 7.30					A	5.3	8	470	1777	392	331	58^	665	328	498	417	288	99^	590	347	483	373	231	62^	293	178	230	145				
	7.30 - 8.00					A	5.2	8	461	1920	390	324	66^	665	306	500	427	295	102^	672	379	556	411	272	74^	318	184	265	168				
227 SAT																																	
	8.30P	30	NBC		9	A	18.7	32	1657	1855	318	257	67	861	270	444	392	327	375	484	189	277	247	178	173	216	141	294	190				
	197	95	CS		9	B	17.2	31	1524	1729	316	244	61	883	249	430	397	360	404	454	145	247	233	198	176	155	97	236	158				
						C	17.2	31	1524	1729	316	244	61	883	249	430	397	360	404	454	145	247	233	198	176	155	97	236	158				
UNSOLVED MYSTERIES(S)																																	
	10.00P	60	NBC			A	12.6	20	1116	1821	355	305	125	775	370	594	496	343	137	724	391	616	493	300	88	191	84	131	90				
	191	96	SM																														
	10.00 - 10.30					A	12.7	20	1125	1844	366	316	126	771	378	601	499	340	131	730	401	619	495	299	87	195	91	148	106				
	10.30 - 11.00					A	12.4	20	1099	1812	346	297	126	785	365	592	497	349	145	725	384	618	495	303	89	187	78	115	75				
VALERIE'S FAMILY																																	
	8.30P	30	NBC		9	A	16.1	24	1426	1982	316	277	97	725	307	523	442	305	171	485	224	375	314	221	90	295	159	476	316				
	203	99	CS		9	B	17.2	26	1520	1854	324	281	104	730	328	520	443	290	172	454	221	351	300	191	85	261	133	408	272				
						C	17.2	26	1520	1854	324	281	104	730	328	520	443	290	172	454	221	351	300	191	85	261	133	408	272				
WEREWOLF																																	
						A	3.9	6	346	2019	354	319	87^	661	372	569	431	238	86^	685	454	622	501	223	47^	255	121^	417	302				
SUN																																	
	8.00P	30	FOX		6	B	4.2	6	371	1999	336	288	75^	686	354	559	435	292	86^	651	355	541	439	272	76^	314	153	349	208				
	119	85	SM		6	C	4.2	6	371	1999	336	288	75^	686	354	559	435	292	86^	651	355	541	439	272	76^	314	153	349	208				
WEST 57TH																																	
	10.00P	60	CBS		9	A	7.8	15	691	1706	363	285	98	869	282	504	505	404	321	662	215	405	394	305	224	84^	49^	90^	44^				
	201	97	DN		9	B	7.0	14	621	1556	302	227	71	776	231	413	415	363	301	621	178	367	376	314	211	76	33^	84	45^				
	10.00 - 10.30					C	7.0	14	621	1556	302	227	71	776	231	413	415	363	301	621	178	367	376	314	211	76	33^	84	45^				
	10.30 - 11.00					A	7.8	15	691	1717	365	285	94	868	281	513	519	405	310	651	226	409	396	295	208	85^	50^	114	61^				
						A	7.9	15	700	1673	357	282	100	860	280	489	484	397	327	665	201	397	388	311	236	83^	47^	65^	28^				
WHO'S THE BOSS?																																	
	8.00P	30	ABC		9	A	20.7	32	1834	1697	348	271	71	807	299	475	393	324	281	531	206	337	311	248	149	162	95	197	143				
	220	99	CS		9	B	22.7	36	2007	1744	351	299	103	774	339	518	437	299	213	467	225	333	283	191	103	209	118	295	201				
						C	22.7	36	2007	1744	351	299	103	774	339	518	437	299	213	467	225	333	283	191	103	209	118	295	201				

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DAY	TIME	DUR	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN		W O M E N					M E N					T E E N S			C H I L D R E N									
									18- 18+		49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 2- 5	MALE 6- 11	FEM. 6- 11				
EARLY EVENING NEWS										A	10.5	20	929	222	157	785	154	297	305	357	435	610	148	299	301	300	265	23^	26^	25^	44	32^	15^
ABC WORLD NEWS TONIGHT										B	10.6	20	939	222	160	753	147	300	304	356	407	571	130	250	265	265	272	25^	23^	25^	38	21^	20^
MON-FRI 6.30P 30 ABC 45										C	10.6	20	939	222	160	753	147	300	304	356	407	571	130	250	265	265	272	25^	23^	25^	38	21^	20^
ABC WRLD NEWS TONIGHT-SUN										A	5.5	9	487	278	188	802	145	311	339	402	416	548	111^	248	268	308	251	59^	64^	49^	5v	55^	26v
SUN 6.36P 24 ABC 9										B	6.4	12	569	217	153	747	140	268	275	318	430	602	136	258	256	276	301	35^	31^	32^	29^	27^	31^
119 74 N 9										C	6.4	12	569	217	153	747	140	268	275	318	430	602	136	258	256	276	301	35^	31^	32^	29^	27^	31^
CBS EVENING NEWS-RATHER										A	11.3	21	1003	234	137	750	119	267	285	340	429	623	114	241	245	294	344	28^	21^	19^	40	20^	24^
M-WF 6.30P 30 CBS 49										B	11.8	22	1041	222	135	750	128	268	294	332	423	584	108	228	234	276	319	27	19^	25	38	22^	21^
210 99 N 49										C	11.8	22	1041	222	135	750	128	268	294	332	423	584	108	228	234	276	319	27	19^	25	38	22^	21^
NBC NIGHTLY NEWS										A	10.2	19	904	200	130	785	124	255	281	330	460	625	160	283	277	268	299	22^	40	39	31^	24^	29^
MON-FRI 6.30P 30 NBC 45										B	10.4	20	925	206	143	782	124	278	311	344	441	587	134	247	258	253	293	29	31	29	30	19^	22^
203 99 N 45										C	10.4	20	925	206	143	782	124	278	311	344	441	587	134	247	258	253	293	29	31	29	30	19^	22^
NBC NIGHTLY NEWS-SAT.										A	11.3	22	1001	200	129	820	142	263	291	307	498	612	136	235	249	259	323	23^	18^	21^	52^	24^	18^
SAT 6.30P 30 NBC 9										B	8.6	17	761	180	110	778	106	213	240	293	507	598	112	210	222	244	345	25^	24^	22^	27^	17^	14^
171 92 N 9										C	8.6	17	761	180	110	778	106	213	240	293	507	598	112	210	222	244	345	25^	24^	22^	27^	17^	14^
NBC NIGHTLY NEWS-SUN(B)										A	3.4	6	301	312	235	833	108^	320	388	368	443	770	230	287	313	275	329	61^	4v	4v	<<	8v	<<
SUN 6.30P 30 NBC																																	
100 54 N																																	

PERMISSIBLE USES

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS	
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N					M E N					MALE	FEM.											
									PERS		18- (2+)	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17							
LATE FRINGE																																			
ABC NEWS:NIGHTLINE										A	5.1	15	454	1487	259	189	197	83	777	193	390	363	427	380	72	624	191	332	307	363	327	15v	27^		
TUE-FRI 11.30P										B	5.2	16	460	1413	256	184	191	65	722	177	352	332	396	361	64	591	165	309	287	349	319	22^	23^		
210 98 N										C	5.2	16	460	1413	256	184	191	65	722	177	352	332	396	361	64	591	165	309	287	349	319	22^	23^		
11.30 - 12.00										A	5.1	15	454	1498	261	191	199	83	783	195	393	366	430	383	73	629	193	335	309	366	329	15v	27^		
12.00 - 12.30										A	4.3	14	379	1409	224	156	170	79^	745	179	352	323	386	348	63^	582	174	313	293	340	308	15v	29^		
ABC NEWS:NIGHTLINE-MON.										A	4.4	24	390	1232	149^	100^	114^	44^	413	92^	202	194	249	225	76^	756	250	458	447	515	472	22v	30v		
MON 1.00A										B	4.0	22	351	1339	213	170	163	57^	523	140	284	274	323	281	77^	736	262	466	441	503	462	23^	11v		
205 96 N										C	4.0	22	351	1339	213	170	163	57^	523	140	284	274	323	281	77^	736	262	466	441	503	462	23^	11v		
1.00 - 1.30										A	4.4	24	390	1242	150^	101^	115^	45^	417	93^	204	196	252	227	77^	762	253	461	450	518	474	22v	30v		
1.30 - 2.00										A	3.4	22	301	1217	141^	86^	103^	29v	405	71^	164^	164^	219	206^	58^	734	232	492	492	566	536	28v	37v		
ABC WEEKEND REPORT-SAT.										A	2.5	7	222	1647	342	243^	185^	79^	720	209^	367	325	373	336	61v	793	274^	437	437	510	449	<<	16v		
SAT 11.30P										B	2.1	6	185	1400	296	238	214	100^	696	200	373	338	389	349	68^	548	165	296	270	333	305	21v	45^		
138 74 N										C	2.1	6	185	1400	296	238	214	100^	696	200	373	338	389	349	68^	548	165	296	270	333	305	21v	45^		
ABC WEEKEND REPORT-SUN.										A	2.4	9	213	1200	217^	172^	186^	73v	594	123^	259^	259^	315	241^	24v	582	243^	388	388	454	430	3v	<<		
SUN 11.30P										B	2.1	9	186	1403	245	202	205	52^	685	160	346	334	406	376	52^	597	194	387	373	413	389	34v	28v		
147 80 N										C	2.1	9	186	1403	245	202	205	52^	685	160	346	334	406	376	52^	597	194	387	373	413	389	34v	28v		
CBS LATE NIGHT I										A	4.0	14	357	1385	287	221	217	92	716	218	384	363	400	353	81^	534	153	301	272	341	305	24^	40^		
MON 11.30P										B	3.8	15	333	1364	274	206	225	76^	759	201	388	364	427	390	51^	495	163	295	282	334	306	17v	24^		
176 84 FF										C	3.8	15	333	1364	274	206	225	76^	759	201	388	364	427	390	51^	495	163	295	282	334	306	17v	24^		
TUE&THU 11.30P										A	4.1	13	361	1367	296	228	220	91	732	226	387	366	404	356	64^	516	144	291	271	329	298	19v	37^		
WED 11.30P										A	4.0	16	352	1411	281	215	215	92	709	211	383	362	399	353	97	553	161	310	273	353	312	28^	41^		
11.30 - 12.00										A	3.8	18	336	1415	285	219	218	103	702	217	395	377	410	358	99	560	170	324	290	368	325	28^	49^		
12.00 - 12.30										A	2.6	14	226	1364	308	229	229	110^	715	262	423	391	434	380	94^	516	210	328	296	372	323	22v	42^		
12.30 - 1.00										B	2.3	14	207	1333	305	235	251	92^	730	231	426	395	456	416	69^	481	203	329	308	359	318	17v	27v		
CBS LATE NIGHT II										C	2.3	14	207	1333	305	235	251	92^	730	231	426	395	456	416	69^	481	203	329	308	359	318	17v	27v		
MON 12.33A										A	2.7	14	239	1366	307	233	230	104^	722	255	420	392	433	381	96^	515	200	321	290	365	319	26v	43^		
173 84 FF										A	2.4	15	217	1332	301	220	224	114^	691	264	417	381	426	370	91^	506	218	330	298	373	321	15v	40^		
TUE 12.36A										A	1.6	11	142	1224	301^	168^	182^	166^	589	278^	394^	358^	457	327^	80v	512	344^	344^	302^	407^	369^	<<	46v		
WED 12.35A										A	1.0	9	87	1248	294^	227^	207^	98^	684	257^	364^	323^	369^	347^	38v	445	209^	316^	289^	302^	292^	13v	35v		
THU 12.36A										B	0.9	10	79	1224	281^	217^	205^	76v	715	249^	397	363	417	389	75v	419	197^	306^	276^	290^	256^	11v	15v		
FRI 12.30A										C	0.9	10	79	1224	281^	217^	205^	76v	715	249^	397	363	417	389	75v	419	197^	306^	276^	290^	256^	11v	15v		
61										A	1.0	9	87	1248	294^	227^	207^	98^	684	257^	364^	323^	369^	347^	38v	445	209^	316^	289^	302^	292^	13v	35v		
12.30 - 1.00										B	0.9	10	79	1224	281^	217^	205^	76v	715	249^	397	363	417	389	75v	419	197^	306^	276^	290^	256^	11v	15v		
1.00 - 1.30										C	0.9	10	79	1224	281^	217^	205^	76v	715	249^	397	363	417	389	75v	419	197^	306^	276^	290^	256^	11v	15v		
1.30 - 2.00										A	1.0	9	87	1248	294^	227^	207^	98^	684	257^	364^	323^	369^	347^	38v	445	209^	316^	289^	302^	292^	13v	35v		
CBS NEWS NIGHTWATCH-1										B	0.9	10	79	1224	281^	217^	205^	76v	715	249^	397	363	417	389	75v	419	197^	306^	276^	290^	256^	11v	15v		
M-THSU 2.00A										C	0.9	10	79	1224	281^	217^	205^	76v	715	249^	397	363	417	389	75v	419	197^	306^	276^	290^	256^	11v	15v		
48 54 N										A	1.0	9	87	1248	294^	227^	207^	98^	684	257^	364^	323^	369^	347^	38v	445	209^	316^	289^	302^	292^	13v	35v		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 6.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN					W O M E N					M E N					TEENS				
									PERS	18+	18-49	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	12-17	12-17
LATE FRINGE CONT'D					A	0.9	10	80	1222	319	217	220	81	670	256	354	305	376	362	74	466	262	345	317	339	295	8	44
CBS NEWS NIGHTWATCH-2					B	0.9	12	77	1212	311	224	213	77	710	250	398	366	430	397	67	421	199	305	282	298	260	8	44
M-THSU 2.30A 30 CBS 50					C	0.9	12	77	1212	311	224	213	77	710	250	398	366	430	397	67	421	199	305	282	298	260	8	44
CBS NEWS NIGHTWATCH-3					A	0.9	15	78	1141	315	178	216	80	703	201	290	251	337	323	53	381	175	246	233	252	211	<<	42
M-THSU 3.00A 180 CBS 50					B	0.8	17	75	1129	317	188	218	64	703	189	309	285	384	353	51	351	141	225	213	223	187	<<	11
101 81 N 50					C	0.8	17	75	1129	317	188	218	64	703	189	309	285	384	353	51	351	141	225	213	223	187	<<	11
3.00 - 3.30					A	1.1	14	94	1239	306	223	221	105	661	233	345	303	364	331	77	514	240	346	330	360	298	<<	43
3.30 - 4.00					A	1.0	15	85	1162	297	188	196	94	661	230	296	253	331	303	65	444	208	296	285	314	259	<<	37
4.00 - 4.30					A	0.9	15	76	1148	350	171	236	75	731	189	267	229	346	334	60	369	173	248	236	248	200	<<	41
4.30 - 5.00					A	0.8	15	69	1115	320	161	222	71	703	208	279	238	327	325	54	354	179	254	241	248	207	<<	45
5.00 - 5.30					A	0.8	15	67	1112	320	166	220	73	765	203	292	250	339	337	35	288	131	166	152	167	147	<<	46
5.30 - 6.00					A	0.9	16	76	1037	300	142	202	52	716	134	246	220	308	308	20	268	94	130	117	131	124	<<	41
CBS SUNDAY NEWS-OSGOOD					A	3.6	10	319	1570	353	265	283	68	880	240	423	389	454	430	73	606	161	294	279	352	323	28	8
SUN 11.22P 15 CBS 10					B	3.6	9	317	1409	298	228	240	59	827	180	385	370	421	382	49	496	107	244	235	271	249	22	10
106 57 N 10					C	3.6	9	317	1409	298	228	240	59	827	180	385	370	421	382	49	496	107	244	235	271	249	22	10
11.00 - 11.30					A	3.8	10	337	1558	352	265	276	80	859	240	415	378	440	411	71	608	166	288	273	345	315	26	15
11.30 - 12.00					A	3.4	10	301	1573	351	263	290	51	900	237	431	399	468	450	76	599	153	301	284	359	331	31	<<
DAVID LETTERMAN I					A	4.4	20	388	1489	316	261	237	131	678	323	460	421	469	408	179	634	357	485	411	444	364	47	60
MON-FRI 12.30A 30 NBC 45					B	3.8	20	338	1401	285	245	216	126	684	301	455	409	454	394	154	594	331	466	413	444	367	38	37
204 99 GV 45					C	3.8	20	338	1401	285	245	216	126	684	301	455	409	454	394	154	594	331	466	413	444	367	38	37
DAVID LETTERMAN II					A	3.7	21	328	1446	320	282	239	146	652	354	481	431	463	394	219	656	422	522	438	473	363	44	50
MON-FRI 1.00A 30 NBC 45					B	3.2	21	281	1372	289	250	215	133	670	320	463	411	456	391	169	595	365	487	429	459	369	36	31
204 99 GV 45					C	3.2	21	281	1372	289	250	215	133	670	320	463	411	456	391	169	595	365	487	429	459	369	36	31
FRIDAY NIGHT VIDEOS					A	2.9	19	257	1664	241	221	164	246	679	419	567	501	520	404	246	690	377	556	447	479	393	128	94
FRI 1.30A 60 NBC 9					B	2.6	19	234	1462	277	244	200	169	635	357	484	426	463	381	237	602	419	524	447	466	370	109	58
178 97 PC 9					C	2.6	19	234	1462	277	244	200	169	635	357	484	426	463	381	237	602	419	524	447	466	370	109	58
1.30 - 2.00					A	3.3	20	292	1659	260	239	185	255	674	426	569	504	522	405	241	702	379	574	468	505	426	123	103
2.00 - 2.30					A	2.5	18	222	1671	217	198	135	234	686	409	564	498	518	404	252	673	373	533	418	444	350	136	81
G MICHAELS SPORTS MACHINE					A	1.8	6	159	1464	230	202	208	130	582	213	400	370	433	380	277	754	367	543	423	467	364	53	47
SUN 11.30P 15 NBC 11					B	1.8	7	162	1464	297	253	251	80	576	189	388	375	418	373	229	763	364	540	473	533	409	46	34
87 55 SC 11					C	1.8	7	162	1464	297	253	251	80	576	189	388	375	418	373	229	763	364	540	473	533	409	46	34
LATE SHOW-FOX					A	2.2	6	195	1611	344	299	251	218	669	360	514	438	483	419	241	627	383	496	392	440	347	94	105
MON-FRI 11.00P 60 FOX 65					B	1.8	5	157	1502	301	271	228	156	656	343	489	437	477	413	191	611	370	498	417	448	377	73	65
113 81 GV 65					C	1.8	5	157	1502	301	271	228	156	656	343	489	437	477	413	191	611	370	498	417	448	377	73	65
11.00 - 11.30					A	2.2	5	197	1650	365	304	258	205	676	353	509	434	485	422	243	642	368	509	409	458	372	106	97
11.30 - 12.00					A	2.2	6	191	1586	327	296	247	233	668	370	524	445	485	419	242	617	403	487	379	425	325	83	115
OLYMPIC DIARY-MON 1					A	4.1	25	363	1222	127	81	96	24	406	59	173	173	229	218	61	734	217	456	456	530	492	23	48
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PERMISSIBLE USES

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN		W O M E N					M E N					MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
											18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24			TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH	WORKING		W O M E N					M E N					T E E N S		C H I L D R E N										
								18-49 W/CH	18-49		18-34	18-49	25-34	35-44	45-54	18-34	18-49	25-34	35-44	45-54	12-17 MALE	12-17 FEM.	2-6 MALE	2-6 FEM.	6-11 TOTAL								
MON-FRI EARLY MORNING										A	1.1	13	97	81v	220^	178^	554	175^	313^	347	245^	188^	518	160^	342^	387	317^	111^	24v	<<	<<	<<	
ABC WORLD NEWS-MORN-615A										B	1.4	15	120	69^	262	230	610	180^	379	373	336	194^	509	154^	298	328	292	160^	14v	26v	<<	<<	<<
MON-FRI 6.15A 15 ABC 45										C	1.4	15	120	69^	262	230	610	180^	379	373	336	194^	509	154^	298	328	292	160^	14v	26v	12v	19v	13v
ABC WORLD NEWS-MORN-645A										A	1.8	15	158	84^	275	223	632	175^	389	419	331	194^	506	148^	268	335	311	138^	42v	7v	6v	14v	16v
MON-FRI 6.45A 15 ABC 45										B	2.2	16	198	65^	276	223	620	165	392	405	346	180	470	130	239	268	277	166	31v	33v	25v	27v	32v
BEFORE HOURS										C	2.2	16	198	65^	276	223	620	165	392	405	346	180	470	130	239	268	277	166	31v	33v	25v	27v	32v
MON-FRI 6.15A 15 NBC 45										A	0.7	10	60	137v	251^	220^	565	163^	370^	345^	258^	176^	460^	248^	303^	257^	99v	138v	<<	25v	<<	<<	<<
										B	0.7	9	58	66v	319^	286^	619	167^	392^	396^	315^	187^	402^	187^	236^	210^	105v	140^	18v	31v	<<	<<	<<
										C	0.7	9	58	66v	319^	286^	619	167^	392^	396^	315^	187^	402^	187^	236^	210^	105v	140^	18v	31v	<<	<<	<<
CBS MORNING NEWS- 6:30AM										A	1.1	12	99	34v	318^	155^	681	118^	238^	302^	373	345	276^	62v	91^	117^	128^	147^	<<	30v	20v	12v	13v
MON-FRI 6.30A 30 CBS 50										B	1.2	11	103	33v	284	142^	620	115^	251	292	350	295	357	96^	157^	156^	191^	180^	14v	15v	38v	22v	37v
										C	1.2	11	103	33v	284	142^	620	115^	251	292	350	295	357	96^	157^	156^	191^	180^	14v	15v	38v	22v	37v
CBS MORNING NEWS- 7:00AM										A	1.7	12	154	49v	183^	136^	637	146^	264	270	281	310	397	110^	197^	207^	171^	171^	20v	19v	33v	29v	38v
MON-FRI 7.00A 30 CBS 50										B	2.0	12	180	36^	224	174	619	174	294	317	268	260	417	115^	205	206	214	188	24v	17v	41^	28v	49^
										C	2.0	12	180	36^	224	174	619	174	294	317	268	260	417	115^	205	206	214	188	24v	17v	41^	28v	49^
GOOD MORNING, AMERICA-730										A	3.7	19	328	49^	217	155	694	132	312	350	348	323	464	111	197	226	227	214	19v	<<	15v	14v	17v
MON-FRI 7.30A 30 ABC 45										B	4.5	22	395	61^	239	186	707	152	371	391	374	283	434	102	194	204	217	202	19^	6v	21^	21^	24^
										C	4.5	22	395	61^	239	186	707	152	371	391	374	283	434	102	194	204	217	202	19^	6v	21^	21^	24^
GOOD MORNING, AMERICA-830										A	4.2	17	376	63^	188	144	758	165	322	353	355	367	402	67^	158	188	211	200	11v	3v	28^	22v	15v
MON-FRI 8.30A 30 ABC 45										B	4.6	21	404	74	200	155	766	151	353	371	394	352	372	68	142	155	187	194	11v	5v	21^	23^	15v
										C	4.6	21	404	74	200	155	766	151	353	371	394	352	372	68	142	155	187	194	11v	5v	21^	23^	15v
MORNING PROGRAM										A	2.0	10	177	75^	175^	119^	730	179^	291	279	304	389	351	99^	159^	158^	129^	174^	19v	25v	27v	43v	36v
MON-FRI 7.30A 90 CBS 50										B	2.1	10	187	52^	207	150	749	187	306	325	322	380	374	105^	166	162	140	193	13v	10v	32v	35^	40^
										C	2.1	10	187	52^	207	150	749	187	306	325	322	380	374	105^	166	162	140	193	13v	10v	32v	35^	40^
7.30 - 8.00										A	1.8	10	161	75^	189^	148^	706	168^	296	263	300	368	381	127^	196^	205^	135^	153^	18v	22v	21v	35v	37v
8.00 - 8.30										A	2.0	10	175	77^	169^	118^	718	186^	284	264	276	391	340	90^	150^	145^	125^	177^	20v	27v	25v	56^	40v
8.30 - 9.00										A	2.2	10	197	73^	166^	95^	752	181	291	302	330	399	334	84^	137^	128^	125^	185	18v	25v	32v	38v	30v
NBC NEWS AT SUNRISE										A	1.6	18	140	119^	254	215^	612	152^	367	372	308	201^	516	148^	265	261	229^	214^	18v	30v	17v	21v	34v
M-WF 6.00A 30 NBC 45										B	1.9	20	171	66^	320	267	643	160	387	414	352	203	475	110^	214	227	230	220	21v	46^	16v	13v	22v
										C	1.9	20	171	66^	320	267	643	160	387	414	352	203	475	110^	214	227	230	220	21v	46^	16v	13v	22v
THU 6.30A 30										A	1.7	19	153	124^	274	232	623	151^	386	396	337	190^	514	147^	258	244	209	231	21v	34v	16v	24v	38v
6.00 - 6.30										A	1.0	15	89	86v	115v	93v	538^	158v	234^	203^	104v	282^	530^	152v	311^	381^	372^	94v	<<	<<	29v	<<	<<
6.30 - 7.00																																	
TODAY SHOW-7.30AM										A	4.2	22	369	67^	202	152	663	108	304	318	358	325	531	131	278	281	252	227	17v	13v	25^	16v	28^
MON-FRI 7.30A 30 NBC 45										B	4.5	22	400	61^	221	163	680	142	332	354	353	303	485	116	232	227	223	233	18^	14v	22^	20^	26^
										C	4.5	22	400	61^	221	163	680	142	332	354	353	303	485	116	232	227	223	233	18^	14v	22^	20^	26^
TODAY SHOW-8.30AM										A	4.9	21	438	81	160	119	698	118	297	311	347	369	480	110	253	248	232	212	16v	13v	25^	28^	28^
CONT'D																																	

PERMISSIBLE USES

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															NOV. 23-29, 198					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING 18-49 WOMEN			W O M E N					M E N					T E E N S		C H I L D R E N											
								W/CH	18-		49	18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	MALE	FEM.	MALE	FEM.	TOTAL								
#STNS	CVG%	TYPE			%	%		<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	2-	2-	6-							
MON-FRI EARLY MORNING CONT'D																																		
TODAY SHOW-8.30AM-CONT'D																																		
MON-FRI	8.30A	30	NBC	45	B	4.5	21	401	81	164	132	721	140	332	348	364	353	421	93	199	191	197	211	9v	8v	19^	17^	15v						
	205	99	N	45	C	4.5	21	401	81	164	132	721	140	332	348	364	353	421	93	199	191	197	211	9v	8v	19^	17^	15v						

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		NOV. 23-29, 1988																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		LOH WORKING		W O M E N										M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. 0,000	LOH		WORKING		WOMEN										MEN		TEENS			CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
									18-49	W/CH	18-49	WOMEN	15-24	18-49	18-49	25-34	25-34	35-55+	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME						HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET	NO.	K E Y	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18-49	W O M E N							M E N	T E E N S			C H I L D R E N							
#STNS	CVG%	TYPE	T/C						15-	18-	18- 34	18- 49	15- 24	18- 34	18- 49	25- 54	25- 64	35- 55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-5	FEM. 2-5	TOT. 6-11			
MONDAY-FRIDAY DAYTIME CONT'D																													
SALE OF THE CENTURY-CONT'D																													
M-WF	10.00A	30	NBC	44	B	2.8	13	250	74^	127	105		59^	798	170	350	301	330	302	419	403	207	13v	19v	16v	44^	48^	62^	31^
	142	73	QG	44	C	2.8	13	250	74^	127	105		59^	798	170	350	301	330	302	419	403	207	13v	19v	16v	44^	48^	62^	31^
SANTA BARBARA																													
M-WF	3.00P	60	NBC	42	A	5.1	16	452	87	185	161		176	828	268	452	329	391	361	314	277	103	31^	124	76	33^	56^	40^	49^
	198	98	DD	42	B	4.8	16	425	97	208	173		166	829	270	489	373	447	390	266	268	102	32^	103	74	26^	43^	44^	25^
	3.00 - 3.30				C	4.8	16	425	97	208	173		166	829	270	489	373	447	390	266	268	102	32^	103	74	26^	43^	44^	25^
	3.30 - 4.00				A	5.0	16	439	87	187	166		182	824	275	459	331	385	355	311	283	98	31^	127	78	32^	54^	43^	44^
					A	5.2	16	463	87	184	158		172	837	263	449	329	398	369	319	273	107	31^	122	75	33^	57^	37^	54^
SCRABBLE																													
M-WF	12.30P	30	NBC	57	A	4.3	15	379	64^	155	124		98	778	182	326	250	290	312	412	352	170	24^	35^	38^	35^	72^	50^	57^
	152	82	QG	57	B	3.7	14	327	77^	134	111		76^	801	185	333	269	306	295	431	358	188	23^	18v	26^	37^	47^	54^	30^
					C	3.7	14	327	77^	134	111		76^	801	185	333	269	306	295	431	358	188	23^	18v	26^	37^	47^	54^	30^
SUPER PASSWORD																													
M-WF	12.00N	30	NBC	43	A	3.5	13	308	88^	119	94^		82^	751	186	307	238	284	286	397	351	159	19v	47^	23v	55^	91^	78^	68^
	152	72	QG	43	B	3.0	12	266	90^	106	83^		81^	793	181	310	241	289	287	435	354	188	20v	23v	21v	41^	63^	69^	35^
					C	3.0	12	266	90^	106	83^		81^	793	181	310	241	289	287	435	354	188	20v	23v	21v	41^	63^	69^	35^
\$25,000 PYRAMID																													
MON-WED	10.00A	30	CBS	48	A	3.3	15																						

FOR EXPLANATION OF SYMBOLS, SEE PAGE II

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD.	SH %	AVG. AUD. 0,000	TOT. PERS.	WOMEN		MEN		TEEN S					CHILDREN										
#STNS	CVG%	TYPE	T/C	%		%	(2+)	15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.			
WEEKEND DAYTIME CHILDREN																													
ALF-SAT MORN					A	6.7	24	594	1626	122	332	283	59^	242	165	61^	104^	117	48^	887	398	489	328	560	256	303	295	264	
SAT	10.00A	30	NBC	3	B	6.3	22	558	1632	143	350	303	84	249	228	102	125	154	74	805	398	489	328	560	256	303	295	264	
	204	99	CA	3	C	6.3	22	558	1632	143	350	303	84	249	228	102	125	154	74	805	400	405	319	486	251	235	248	238	
ALL NEW POUND PUPPIES					A	3.2	13	284	1579	103^	288	262	90^	285	184^	76^	108^	103^	81^	822	442	380	290	533	264	269	287	246	
SAT	9.30A	30	ABC	10	B	3.8	15	337	1455	77^	284	250	64^	189	189	91	97	135	54^	793	385	409	314	480	246	234	235	245	
	209	99	CA	10	C	3.8	15	337	1455	77^	284	250	64^	189	189	91	97	135	54^	793	385	409	314	480	246	234	235	245	
ALVIN AND THE CHIPMUNKS					A	7.0	23	620	1697	186	378	328	88^	284	230	67^	162	122	108	805	360	445	315	490	223	267	259	231	
SAT	10.30A	30	NBC	12	B	6.2	22	549	1532	152	346	297	88	215	234	92	142	148	86	738	342	395	332	405	192	213	223	182	
	201	99	CA	12	C	6.2	22	549	1532	152	346	297	88	215	234	92	142	148	86	738	342	395	332	405	192	213	223	182	
ANIMAL CRACK-UPS					A	2.9	9	257	1620	90^	323	254	143^	515	159^	59^	90^	119^	40^	623	379	244^	322	301	157^	143^	191^	109^	
SAT	12.00N	30	ABC	6	B	3.1	11	273	1459	143	386	283	127	373	232	103^	129	133	99^	468	260	209	193	275	162	113^	130	146	
	151	65	CL	6	C	3.1	11	273	1459	143	386	283	127	373	232	103^	129	133	99^	468	260	209	193	275	162	113^	130	146	
BUGS BUNNY & TWEETY SHOW					A	4.1	12	363	1575	96^	347	270	128^	360	170^	62^	108^	98^	72^	698	366	331	331	367	138^	228	241	126^	
SAT	11.30A	30	ABC	8	B	3.8	13	333	1488	114	389	302	122	312	204	108	96	121	83^	583	293	290	262	321	161	160	184	137	
	177	74	CA	8	C	3.8	13	333	1488	114	389	302	122	312	204	108	96	121	83^	583	293	290	262	321	161	160	184	137	
CARE BEAR FAMILY					A	1.9	15	168	1250	27^	328^	303^	53^	334^	91^	6^	85^	85^	6^	498	308^	189^	186^	312^	184^	128^	151^	161^	
SAT	8.00A	30	ABC	10	B	2.2	14	192	1317	86^	289	247	51^	221	111^	37^	75^	72^	40^	696	316	379	249	446	217	230	246	200	
	202	98	CA	10	C	2.2	14	192	1317	86^	289	247	51^	221	111^	37^	75^	72^	40^	696	316	379	249	446	217	230	246	200	
FLINTSTONE KIDS					A	3.5	11	310	1697	74^	371	273	170^	313	246	141^	105^	172^	73^	767	371	396	300	467	161^	306	258	209	
SAT	11.00A	30	ABC	9	B	3.6	12	316	1564	130	390	334	110	247	264	139	125	177	87^	663	326	338	281	382	179	203	192	190	
	182	78	CA	9	C	3.6	12	316	1564	130	390	334	110	247	264	139	125	177	87^	663	326	338	281	382	179	203	192	190	
FOOFUR					A	4.3	13	381	1783	244	519	411	131^	275	271	97^	174	124^	147^	718	312	406	352	367	139^	228	238	129^	
SAT	12.00N	30	NBC	12	B	3.4	12	298	1479	182	387	317	107	238	254	100	154	140	115	600	310	289	259	340	166	175	173	167	
	156	79	CA	12	C	3.4	12	298	1479	182	387	317	107	238	254	100	154	140	115	600	310	289	259	340	166	175	173	167	
FRAGGLE ROCK					A	6.6	21	585	1668	216	423	340	56^	236	227	61^	166	106^	120	783	386	397	357	426	203	223	230	195	
SAT	11.00A	30	NBC	3	B	5.6	18	499	1655	188	380	306	89	244	244	69^	175	136	109	787	389	398	359	428	216	213	247	181	
	200	98	CA	3	C	5.6	18	499	1655	188	380	306	89	244	244	69^	175	136	109	787	389	398	359	428	216	213	247	181	
GUMMI BEARS					A	2.5	19	222	1293	51^	306	266^	22^	204^	164^	96^	68^	121^	43^	619	381	239^	251^	369	245^	123^	157^	212^	
SAT	8.00A	30	NBC	12	B	3.1	21	272	1363	60^	298	248	51^	201	156	94^	62^	99^	57^	708	384	324	284	424	242	182	210	214	
	201	98	CA	12	C	3.1	21	272	1363	60^	298	248	51^	201	156	94^	62^	99^	57^	708	384	324	284	424	242	182	210	214	
HELLO KITTY					A	1.8	11	159	1411	63^	239^	144^	26^	312^	125^	89^	35^	89^	35^	735	416	319^	268^	467	318^	149^	338^	129^	
SAT	8.00A	30	CBS	11	B	2.0	13	180	1281	37^	257	168	36^	199	99^	66^	32^	64^	34^	726	360	365	245	480	246	234	293	187	
	178	82	CA	11	C	2.0	13	180	1281	37^	257	168	36^	199	99^	66^	32^	64^	34^	726	360	365	245	480	246	234	293	187	
I'M TELLING					A	3.7	11	328	1898	176^	491	352	189^	297	332	152^	180^	174^	158^	779	339	440	363	416	162^	254	236	180^	
SAT	12.30P	30	NBC	12	B	2.7	9	236	1445	149	379	289	122	233	260	98^	162	158	102^	573	295	278	215	357	182	176	169	188	
	133	73	CA	12	C	2.7	9	236	1445	149	379	289	122	233	260	98^	162	158	102^	573	295	278	215	357	182	176	169	188	
LITTLE CLOWNS-HAPPYTOWN					A	2.2	13	195	1535	74^	376	341	97^	379	42^	25^	16^	17^	24^	737	292^	446	187^	550	216^	334	290^	260^	
CONT'D																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
DAY	TIME	DUR	NET	NO.	KEY	AVG.	SH	AVG.	TOT. PERS.	WOMEN		MEN		TEEN S					CHILDREN												
#STNS	CVG%	TYPE	T/C	AUD.		%	AUD.	%		15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	TOT.						
										(2+)	24	TOTAL	49	24	TOTAL	12-17	12-17	12-17	12-17	15-17	2-11	2-11	2-11	2-11	5-11	6-11	6-11	6-11	9-11		
WEEKEND DAYTIME CHILDREN CONT'D																															
LITTLE CLOWNS-HAPPYTOWN-CONT'D SAT 8.30A 205 30 99 ABC CA 10 10										B 2.7 14 236	1461	85^ 300 257	58^ 204	136 58^ 78^ 87^ 49^	821 359 462 313 507 251 257 272 236																
LITTLE WIZARDS SAT 10.00A 204 30 96 ABC CA 8 8										A 3.2 12 284 1628	123^ 344 285	118^ 304 218	195^ 109^ 86^ 67^ 128^	785 466 319 433 352 173^ 180^ 179^ 173^																	
MIGHTY MOUSE(B) SAT 10.30A 169 30 79 CBS CA										A 3.3 12 292 1594	146^ 326 225	20v 263	129^ 77^ 52v 64^ 64^	876 537 340 459 418 278 140^ 272 146^																	
MUPPET BABIES I SAT 8.30A 203 30 97 CBS CA 11 11										B 3.2 19 284 1476	69^ 282 214^	25v 221^	81^ 44v 37v 58v 23v	893 499 393 319 574 360 214^ 337 237																	
MUPPET BABIES II SAT 9.00A 203 30 97 CBS CA 11 11										A 4.2 20 372 1516	61^ 292 221	18v 219	64^ 15v 50^ 48^ 17v	940 579 361 385 556 352 204 286 270																	
MUPPET BABIES III SAT 9.00A 203 30 97 CBS CA 11 11										B 4.6 20 404 1459	40^ 259 196	39^ 178	103 59^ 44^ 80 23^	919 472 446 372 547 281 266 309 238																	
										C 4.6 20 404 1459	40^ 259 196	39^ 178	103 59^ 44^ 80 23^	919 472 446 372 547 281 266 309 238																	
										A 5.0 21 443 1574	81^ 294 231	15v 211	91^ 18v 73^ 55^ 36v	979 561 418 421 558 328 230 279 279																	
SAT 9.30A 201 30 97 CBS CA 11 11										B 4.8 19 428 1510	57^ 269 216	40^ 192	116 57^ 59^ 86 30^	932 501 431 390 543 291 252 312 231																	
MY PET MONSTER SAT 9.00A 209 30 99 ABC CA 10 10										A 2.8 13 248 1654	102^ 333 315	96^ 275	105^ 83^ 21v 47v 58v	941 434 507 284 657 287 369 342 315																	
										B 3.5 15 309 1473	71^ 258 224	66^ 184	192 104 88^ 130 61^	839 414 425 316 523 281 242 247 275																	
										C 3.5 15 309 1473	71^ 258 224	66^ 184	192 104 88^ 130 61^	839 414 425 316 523 281 242 247 275																	
NEW ARCHIES SAT 11.30A 179 30 90 NBC CA 12 12										A 4.9 15 434 1726	236 441 367	112^ 199	371 160 211 217 154	714 310 405 319 396 168 228 190 206																	
										B 4.7 17 413 1504	184 346 291	108 205	290 115 174 163 127	663 333 330 286 377 200 178 183 194																	
										C 4.7 17 413 1504	184 346 291	108 205	290 115 174 163 127	663 333 330 286 377 200 178 183 194																	
PEE WEE'S PLAYHOUSE SAT 10.00A 203 30 98 CBS CL 11 11										A 6.2 23 549 1614	162 278 230	64^ 257	157 55^ 103^ 61^ 96^	922 532 390 446 475 259 216 274 201																	
										B 6.1 22 537 1529	86 289 239	56 224	149 60 89 96 52^	867 472 395 379 488 259 228 293 195																	
										C 6.1 22 537 1529	86 289 239	56 224	149 60 89 96 52^	867 472 395 379 488 259 228 293 195																	
POPEYE & SON(B) SAT 11.00A 156 30 73 CBS CA										A 3.6 12 319 1791	204 450 346	121^ 343	163^ 83^ 81^ 75^ 89^	835 416 418 404 431 258 173^ 273 158^																	
REAL GHOSTBUSTERS SAT 10.30A 207 30 98 ABC CA 7 7										A 5.0 16 443 1727	89^ 378 260	170 348	214 123^ 91^ 111^ 103^	787 425 363 325 462 229 233 241 221																	
										B 4.8 17 421 1550	129 372 319	129 258	276 146 130 171 105	644 354 290 274 370 215 154 169 201																	
										C 4.8 17 421 1550	129 372 319	129 258	276 146 130 171 105	644 354 290 274 370 215 154 169 201																	
SMURFS I SAT 8.30A 205 30 99 NBC CA 12 12										A 3.3 19 292 1334	98^ 367 309	41v 197^	131^ 60^ 71^ 82^ 49v	640 326 314 257 382 203^ 179^ 185^ 198^																	
										B 4.3 22 385 1397	78 312 264	54^ 198	175 95 80 114 61^	712 370 342 299 413 221 192 216 197																	
										C 4.3 22 385 1397	78 312 264	54^ 198	175 95 80 114 61^	712 370 342 299 413 221 192 216 197																	
SMURFS II CONT'D										A 4.9 22 434 1436	116^ 371 328	50^ 243	134^ 58^ 76^ 82^ 53^	687 366 322 279 408 231 177 192 217																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	W O M E N			M E N		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
									15- 24		TOTAL	18- 49	15- 24	TOTAL	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 15- 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 2- 5	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 12- 17	TOT. 18- 24																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 11

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEEN S			CHD TOT.						
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK.			W O M E N				M E N											TOT.	12- 17	12- 17	2- 11													
								PERS	ING		18- 21+	21- 25+	18- 24	18- 34	18- 49	21- 25+	21- 49	25- 34	25- 49	35- 54	55+																					
																						WOM.	TOTAL	49	21+					54	TOTAL	24	34	49	21+		49	54	49	54	64	55+
WEEKEND DAYTIME SPORTS										A	1.8	5	159	1367	140	474	246	474	242	603	59	162	327	573	297	297	268	268	283	277	132	71	158									
ABC COLLEGE FOOTBALL-PRE										B	2.1	7	187	1406	177	465	246	443	221	582	109	251	376	532	326	369	268	311	235	163	154	82	205									
SAT										C	2.1	7	187	1406	177	465	246	443	221	582	109	251	376	532	326	369	268	311	235	163	154	82	205									
ABC COLLEGE FOOTBALL-GAME										A	2.6	6	230	1476	121	498	220	479	248	641	54	157	324	621	304	355	270	321	314	266	159	90	179									
SAT										B	4.7	13	420	1385	170	455	223	433	203	741	83	234	399	712	371	438	317	384	345	274	103	72	86									
ARIZONA VS ARIZONA ST										C	4.7	13	420	1385	170	455	223	433	203	741	83	234	399	712	371	438	317	384	345	274	103	72	86									
3.00 - 3.30										A	2.1	6	186	1297	101	433	209	433	209	578	51	171	338	553	312	320	287	296	261	232	136	66	150									
3.30 - 4.00										A	2.4	7	213	1247	115	405	234	391	235	571	74	186	337	532	298	319	263	285	259	212	96	59	174									
4.00 - 4.30										A	2.1	6	186	1333	98	384	206	359	201	590	58	162	294	564	269	277	236	245	232	287	176	125	183									
4.30 - 5.00										A	2.1	5	186	1465	108	503	215	481	251	519	53	119	260	497	238	243	208	213	218	254	204	115	239									
5.00 - 5.30										A	2.3	6	204	1455	143	523	239	514	315	559	55	104	268	538	248	319	213	284	286	220	170	91	202									
5.30 - 6.00										A	2.4	5	213	1524	133	569	260	537	314	640	31	149	341	637	338	400	310	372	310	237	142	106	173									
6.00 - 6.30										A	3.0	6	266	1530	108	501	209	481	221	692	32	169	350	684	342	420	318	397	362	263	185	87	153									
6.30 - 7.00										A	4.1	8	363	1560	121	516	181	503	207	753	69	174	353	732	332	405	284	357	407	327	141	68	150									
7.00 - 7.30										A	6.2	12	549	1764	242	750	329	741	382	660	44	123	264	634	238	327	221	310	371	307	145	89	209									
CBS COLLEGE FOOTBALL PRE										A	4.9	16	434	1360	191	477	306	455	249	510	69	173	300	495	286	304	232	250	212	191	79	59	294									
SAT										B	3.7	12	331	1305	168	426	227	405	183	575	78	211	328	553	306	347	250	290	236	207	118	75	186									
										C	3.7	12	331	1305	168	426	227	405	188	575	78	211	328	553	306	347	250	290	236	207	118	75	186									
CBS COLLEGE FOOTBALL GAME										A	9.1	27	806	1374	124	368	181	357	158	784	75	234	419	756	391	456	344	410	380	299	107	68	115									
SAT										B	5.7	17	508	1377	136	411	191	396	173	764	77	243	406	739	381	443	329	392	353	295	108	79	94									
										C	5.7	17	508	1377	136	411	191	396	173	764	77	243	406	739	381	443	329	392	353	295	108	79	94									
FLA ST VS FLA										A	6.0	19	532	1327	176	451	253	440	209	640	72	209	388	609	358	385	317	344	306	224	94	77	143									
12.00 - 12.30										A	8.4	25	744	1362	131	368	192	353	159	740	88	258	474	701	435	466	386	416	347	235	106	73	149									
1.00 - 1.30										A	9.5	28	842	1369	98	342	161	326	140	782	94	248	448	740	406	477	353	424	383	264	124	78	121									
1.30 - 2.00										A	8.9	26	789	1362	119	357	171	342	148	798	95	249	423	764	389	468	328	407	377	296	103	59	104									
2.00 - 2.30										A	9.4	27	833	1362	114	358	165	349	150	779	66	211	379	763	362	435	313	386	384	328	115	70	109									
2.30 - 3.00										A	10.1	29	895	1401	140	377	189	371	176	805	56	213	385	781	361	441	329	408	396	341	110	69	109									
3.00 - 3.30										A	10.1	28	895	1408	123	375	180	370	158	849	57	239	427	833	411	483	370	442	415	349	89	58	94									
CBS COLLEGE FOOTBALL PRE2										A	9.5	27	842	1421	119	385	165	378	173	859	70	259	424	830	396	459	354	418	402	371	93	64	84									
SAT										B	9.5	26	837	1423	114	412	174	405	171	827	75	264	408	794	375	441	333	400	351	352	102	74	82									
										C	9.5	26	837	1423	114	412	174	405	171	827	75	264	408	794	375	441	333	400	351	352	102	74	82									
CBS COLLEGE FOOTBALL GM 2										A	12.1	29	1072	1553	130	440	207	432	207	925	85	281	518	886	479	558	433	513	476	327	81	51	108									
SAT										B	12.6	29	1118	1525	133	431	203	423	193	897	82	293	505	865	473	547	423	497	421	319	88	58	108									
										C	12.6	29	1118	1525	133	431	203	423	193	897	82	293	505	865	473	547	423	497	421	319	88	58	108									
NOTRE DAME VS MIAMI																																										
CONT'D																																										

44

WEEKEND DAYTIME SPORTS CONT'D

CBS COLLEGE FOOTBALL GM 2-CONT'D

3.30 - 4.00
4.00 - 4.30
4.30 - 5.00
5.00 - 5.30
5.30 - 6.00
6.00 - 6.30
6.30 - 7.00

CBS COLLEGE FOOTBALL POST
SAT 6.49P 11 C
209 99

CBS NFL TODAY
SUN 12.30P 30 C
201 98

CBS NFL FOOTBALL GAME 1
SUN 1.00P 195 C

210 99
VARIOUS TEAMS AND TIMES

1.00 -	1.30
1.30 -	2.00
2.00 -	2.30
2.30 -	3.00
3.00 -	3.30
3.30 -	4.00
4.00 -	4.30

CBS NFL FOOTBALL GAME 2			
SUN	4.27P	175	CE
	197	82	S

TAMPA BAY VS LA RAMS
NY GIANTS VS WASHINGTON

4.00 - 4.30
4.30 - 5.00
5.00 - 5.30
5.30 - 6.00
6.00 - 6.30
6.30 - 7.00
7.00 - 7.30

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FOR EXPLANATION OF SYMBOLS, SEE PAGE II

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S		C H O T O T.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	T O T. W O R K . P E R S I N G		W O M E N				M E N										T O T .	M A L E																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									(2+)	18+	TOTAL	18-	49	21+	54	TOTAL	18-	24	18-	34	18-	49	21+	49	21-	25-	25-		35-	55+	17	17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEEN S			CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

NOV. 23-29, 1981

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12- 17								
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT. WORK- PERS (2+)	ING WOM. 18+	W O M E N										M E N																	
		#STNS	CVG%	TYPE						18-	18-	25-	25-	35-	18-	18-	21-	25-	25-	35-	TOTAL	34	49	21+	49	49	54	64	55+	TOTAL	34	49	21+	49	49	54	64	55+
WEEKEND DAYTIME OTHER																																						
BUSINESS WORLD					A	1.4	4	124	1233	178^	480^	68v	169^	462^	146^	192^	222^	266^			604	118v	330^	604	330^	330^	365^	345^	239^	13v								
SUN	12.30P	30	ABC	9	B	1.3	4	115	1282	172^	545	117^	232^	541	207^	227^	244^	293			602	146^	351	588	337	313	359	326	206^	47v								
	122	70	N	9	C	1.3	4	115	1282	172^	545	117^	232^	541	207^	227^	244^	293			602	146^	351	588	337	313	359	326	206^	47v								
FACE THE NATION					A	2.8	9	248	1302	229^	643	77^	230^	624	210^	243^	302	380			639	140^	274	639	274	228^	252^	245^	341	9v								
SUN	10.30A	30	CBS	10	B	2.6	9	230	1322	209	661	111^	222	647	188	239	271	387			570	117^	230	562	222	190	228	230	302	35^								
	124	82	CC	10	C	2.6	9	230	1322	209	661	111^	222	647	188	239	271	387			570	117^	230	562	222	190	228	230	302	35^								
HEALTH SHOW SPECIAL(S)					A	1.3	4	115	1491	242^	451^	163^	294^	409^	217^	256^	242^	118v			603	277^	518^	562	477^	356^	398^	303^	43v	78v								
SAT	12.30P	30	ABC																																			
	136	63	N																																			
MEET THE PRESS					A	1.6	6	142	1441	262^	721	168^	264^	721	207^	331^	342^	333^			533	176^	299^	505	271^	267^	323^	304^	177^	81v								
SUN	9.30A	30	NBC	10	B	1.8	7	159	1320	216	670	150^	235	660	202	267	270	369			504	138^	240	485	221	204	254	244	214	47^								
	137	88	CC	10	C	1.8	7	159	1320	216	670	150^	235	660	202	267	270	369			504	138^	240	485	221	204	254	244	214	47^								
SUNDAY MORNING					A	3.8	16	337	1253	201	600	105^	196	590	166^	206	270	363			551	91^	249	550	248	230	277	263	254	13v								
SUN	9.00A	90	CBS	10	B	4.1	17	366	1329	222	672	123	243	667	219	281	297	367			548	117	251	546	249	224	274	272	248	24^								
	177	96	N	10	C	4.1	17	366	1329	222	672	123	243	667	219	281	297	367			548	117	251	546	249	224	274	272	248	24^								
9.00 - 9.30					A	2.9	14	257	1273	183^	620	80^	171^	619	154^	175^	252	427			535	64v	218^	533	216^	211^	250	253	278	<<								
9.30 - 10.00					A	4.0	16	354	1255	197	600	115^	209	588	173^	213	268	352			555	90^	238	555	238	216	276	250	257	23v								
10.00 - 10.30					A	4.3	16	381	1297	226	614	117^	210	601	175	231	298	348			583	113^	292	583	292	266	310	294	247	12v								
SUNDAY TODAY					A	1.5	9	133	1175	194^	600	249^	320^	555	246^	325^	178^	200^			427^	147^	218^	426^	216^	188^	281^	221^	117v	88v								
SUN	8.00A	90	NBC	11	B	1.6	9	139	1334	236	628	173^	275	617	238	311	283	280			533	169^	283	530	280	241	306	256	184^	48v								
	121	88	N	11	C	1.6	9	139	1334	236	628	173^	275	617	238	311	283	280			533	169^	283	530	280	241	306	256	184^	48v								
8.00 - 8.30					A	1.2	10	106	1238	214^	641	209^	327^	586^	242^	310^	226^	247^			436^	122v	143v	436^	143v	116v	239^	200^	169^	78v								
8.30 - 9.00					A	1.6	10	142	1100	181^	555	243^	294^	504	212^	281^	137^	192^			408^	131^	232^	403^	227^	202^	278^	227^	100v	86v								
9.00 - 9.30					A	1.9	9	168	1075	172^	548	252^	305^	521	251^	337^	163^	157^			393	161^	230^	393	230^	202^	280^	206^	85v	88v								
THIS WEEK-DAVID BRINKLEY					A	3.6	11	319	1315	81^	644	69^	150^	644	129^	153^	198^	469			547	89^	266	546	265	240	270	295	250	66^								
SUN	11.30A	60	ABC	8	B	3.3	11	295	1348	142	680	84^	161	668	128	168	259	479			563	116	255	556	248	215	256	241	267	42^								
	199	99	N	8	C	3.3	11	295	1348	142	680	84^	161	668	128	168	259	479			563	116	255	556	248	215	256	241	267	42^								
11.30 - 12.00					A	3.4	10	301	1294	89^	638	89^	159^	638	130^	157^	175^	453			510	91^	254	509	253	232	268	271	220	73^								
12.00 - 12.30					A	3.8	11	337	1333	74^	649	52^	143^	649	127^	149^	218	484			579	88^	277	579	276	248	272	317	278	59^								

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 11

84

NOV. 23-29, 1987

PROGRAM NAME DAYTIME TIME DUR NET #STNS CVG% TYPE						K E Y	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N							
										PERS	WOMEN	18-49	18-49 W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.								
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
HOLIDAY DAYTIME SPECIALS																																	
A THANKSGIVING TREASURE(S,R) FRI 12.30P 90 CBS 150 74 FF										A	3.0	9	266	1292	139^	68^	47v	691	147^	254	287	290	378	357	68^	152^	137^	168^	194^	94^	59v	150^	83^
12.30 - 1.00										A	3.3	10	292	1299	144^	78^	55v	675	171^	276	302	262	345	339	76^	140^	120^	142^	185^	121^	85^	164^	80^
1.00 - 1.30										A	2.8	8	248	1335	118^	52v	47v	681	140^	232^	265	294	391	383	62v	172^	153^	182^	207^	105^	63v	166^	85^
1.30 - 2.00										A	2.9	8	257	1241	152^	72^	36v	720	126^	252	291	319	404	351	64v	145^	140^	184^	191^	53v	24v	118^	84^
CBS COLLEGE FTBL PRE-FRI(S) FRI 2.30P 11 CBS 209 99 SC										A	5.9	17	523	1414	150	87^	39^	500	134	246	226	213	219	652	195	319	309	304	275	130	42^	132	59^
CBS COLLEGE FOOTBALL-FRI(S) FRI 2.41P 199 CBS 209 99 SE										A	8.8	23	780	1449	148	106	30^	432	108	210	200	208	186	812	228	426	421	430	305	103	23^	102	68^
ALABAMA VS AUBURN 2.30 - 3.00										A	6.5	19	576	1379	141	89^	34^	437	104^	217	212	213	181	737	193	362	368	383	296	98^	27v	106^	60^
3.00 - 3.30										A	7.4	21	656	1380	142	94^	29^	394	85^	195	194	202	169	749	174	367	371	409	308	112	35^	124	87^
3.30 - 4.00										A	8.2	22	727	1470	129	91	32^	426	104	207	180	209	190	800	219	415	422	442	292	111	37^	133	80^
4.00 - 4.30										A	8.6	23	762	1446	119	92	29^	417	111	210	191	203	174	824	241	452	442	441	283	109	23^	96	53^
4.30 - 5.00										A	9.7	25	859	1431	138	108	33^	423	117	208	192	189	180	821	250	443	421	425	297	100	22^	87	54^
5.00 - 5.30										A	10.7	25	948	1480	161	125	31^	442	118	212	210	196	193	855	254	446	439	443	326	104	14v	79	55^
5.30 - 6.00										A	9.6	22	851	1510	192	129	25^	479	110	222	224	250	209	838	232	445	443	438	326	88	13v	105	91
CBS NFL FTBL PRE-THU.(S) THU 3.30P 30 CBS 207 98 SC										A	5.2	15	461	2099	281	209	68^	739	254	394	384	328	283	1012	452	663	595	423	295	162	69^	187	131^
CBS NFL FTBL GAME-THU(S) THU 4.00P 240 CBS 209 98 SE										A	17.1	44	1515	2242	253	196	54	696	244	414	375	301	236	1219	480	797	741	561	331	140	38^	187	132
MINNESOTA VS DALLAS 4.00 - 4.30										A	14.0	40	1240	2146	248	184	52	637	216	358	338	279	233	1178	469	745	713	533	328	148	39^	182	131
4.30 - 5.00										A	16.4	46	1453	2133	213	166	51	617	201	351	330	280	220	1206	489	769	716	540	344	134	34^	175	122
5.00 - 5.30										A	17.5	49	1551	2164	205	163	51	633	217	376	335	274	219	1209	495	789	719	545	329	126	29^	196	131
5.30 - 6.00										A	16.8	46	1488	2232	219	175	55	681	237	401	367	294	236	1233	509	815	752	556	329	123	35^	195	134
6.00 - 6.30										A	17.0	44	1506	2289	247	185	61	706	253	428	385	303	234	1238	498	831	776	570	317	139	39^	206	142
6.30 - 7.00										A	17.7	43	1568	2276	254	195	53	704	246	426	383	307	234	1246	475	839	788	590	317	143	43	183	138
7.00 - 7.30										A	19.2	44	1701	2317	300	233	52	756	276	463	409	319	247	1235	477	812	744	579	341	145	46	180	131
7.30 - 8.00										A	18.6	40	1648	2290	317	251	53	790	283	478	425	337	258	1169	424	746	700	556	336	155	40	176	123
CBS SCHOOLBREAK SPEC.-THU(S,R) THU 2.30P 60 CBS CONT'D										A	2.1	6	186	1835	356	261^	61v	796	365	511	384	334^	192^	574	250^	349	236^	192^	202^	308^	197^	157^	119^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME DAYTIME #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									TOTAL WORKING				LOH	W O M E N					M E N					T E E N S		C H I L D R E N						
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.								
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
HOLIDAY DAYTIME SPECIALS CONT'D																																
CBS SCHOOLBREAK SPEC.-TH-CONT'D 127 65 CL																																
HAVE YOU TRIED TALKING TO PATTY 2.30 - 3.00									A	2.0	6	177	1771	350^	249^	65v	776	339^	447	359	317^	232^	553	238^	300^	187^	177^	235^	263^	184^	179^	122^
3.00 - 3.30									A	2.2	6	195	1894	361	271^	58v	814	389	569	408	348	157^	594	261^	393	280^	207^	173^	349	209^	137^	116^
CBS STORYBREAK SPECIAL-TH(S,R) THU 1.00P 30 CBS 146 76 CL									A	3.7	10	328	1847	176^	116^	78^	518	191^	285	278	243	181^	479	164^	280	282	257	142^	337	206	512	233
WHAT HAPPENED IN HAMELIN																																
CBS STORYBREAK SPECIAL-FR(S,R) FRI 11.00A 30 CBS 168 80 CL									A	4.0	13	354	1540	101^	79^	90^	380	166^	251	216	129^	118^	245	113^	176^	167^	101^	50^	310	223	605	395
MAX AND ME AND THE TIME MACHINE																																
HELLO KITTY SPECIAL-FR(S) FRI 10.00A 30 CBS 147 74 CA									A	2.9	10	257	1524	78^	56v	123^	382	166^	226^	222^	113^	139^	270	64v	161^	159^	140^	89^	221^	136^	651	412
J.T. SPECIAL(S,R) THU 1.30P 60 CBS 128 61 CL									A	1.8	5	159	1583	332^	213^	46v	674	331^	384^	333^	232^	245^	341^	133^	187^	149^	121^	150^	273^	194^	295^	113^
1.30 - 2.00									A	1.6	5	142	1629	297^	195^	40v	665	342^	379^	332^	214^	242^	279^	133^	183^	145^	114v	92v	320^	219^	365^	116v
2.00 - 2.30									A	1.9	5	168	1627	379	239^	54v	717	340^	409	352^	259^	259^	411	140^	201^	160^	133^	207^	248^	184^	251^	116^
KIDD VIDEO SPECIAL-FR(S) FRI 11.30A 30 CBS 165 81 CA									A	4.1	13	363	1581	104^	71^	101^	419	162^	257	224	132^	149^	267	117^	191	175	117^	53^	276	173^	618	389
MACYS THANKSGIVING PARADE(S) THU 9.00A 180 NBC 205 99 AC									A	13.2	33	1170	1813	281	226	87	762	229	404	400	333	318	528	159	297	300	238	196	116	76	407	227
9.00 - 9.30									A	9.1	27	806	1602	219	178	83	671	183	363	372	293	269	515	138	295	295	238	187	66^	40^	350	199
9.30 - 10.00									A	10.9	29	966	1690	272	221	69	715	206	389	394	305	290	481	117	268	270	231	178	85	56^	409	233
10.00 - 10.30									A	13.0	32	1152	1768	286	229	85	759	218	398	411	338	316	509	144	268	275	232	207	100	62	400	208
10.30 - 11.00									A	15.5	36	1373	1825	283	233	96	772	243	416	408	333	320	517	171	303	299	228	187	123	80	414	220
11.00 - 11.30									A	16.2	37	1435	1893	295	241	90	791	250	415	401	340	334	541	172	306	312	242	198	132	87	428	251
11.30 - 12.00									A	14.8	34	1311	1936	298	230	90	798	240	415	394	361	345	572	189	322	327	249	209	159	108	407	230
MIGHTY MOUSE SPECIAL-FR(S) FRI 10.30A 30 CBS 153 75 CA									A	3.4	12	301	1556	56^	41v	109^	351	189^	260	266	103^	76^	290	123^	197^	172^	121^	79^	222	145^	693	440
NEW CARD SHARKS SPECIAL(S,R) CONT'D									A	3.2	9	284	1324	168^	117^	61^	696	183^	338	301	271	327	396	114^	211^	206^	175^	164^	98^	45v	134^	87^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 23-29, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				LOH	W O M E N					M E N					T E E N S		CHILDREN		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49												TOT.	FEM.	TOT.	TOT.			
#STNS	CVG%	TYPE						(2+)	18+	49	<3		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-		
												TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
HOLIDAY DAYTIME SPECIALS CONT'D																												
NEW CARD SHARKS SPECIAL(-CONT'D FRI 2.00P 30 CBS 140 65 QP																												
NFL LIVE-THU(S) THU 12.00N 30 NBC 203 96 SC					A	9.3	24	824	1744	276	220	87	683	197	363	339	338	273	708	282	422	393	296	225	135	60^	219	113
NFL SINGLE-THU(S) THU 12.30P 193 NBC 206 96 SE					A	14.8	40	1311	1977	244	190	41^	598	188	327	303	273	240	1023	381	629	601	478	304	160	41^	195	127
KANSAS CITY VS DETROIT 12.30 - 1.00 1.00 - 1.30 1.30 - 2.00 2.00 - 2.30 2.30 - 3.00 3.00 - 3.30					A	11.0	29	975	1755	232	174	56^	592	172	306	294	277	241	830	316	514	474	362	253	124	44^	208	124
					A	14.0	37	1240	1892	223	177	36^	591	171	322	288	274	241	942	333	580	541	434	288	146	42^	213	152
					A	15.5	42	1373	1942	230	183	41^	574	168	308	273	265	243	1012	361	600	579	473	315	149	46^	207	137
					A	15.2	42	1347	2045	264	208	39^	608	191	330	308	278	247	1069	399	654	626	504	325	165	40^	203	128
					A	16.1	45	1426	2070	257	196	36^	625	203	344	325	284	248	1080	410	668	645	509	311	188	43^	177	109
					A	16.4	46	1453	2081	253	197	37^	608	213	349	321	270	229	1115	433	698	675	524	310	176	38^	182	118
3.30 - 4.00					A	16.0	45	1418	2001	243	187	49	578	196	325	308	258	221	1088	403	671	653	523	316	160	34^	175	120
NFL POST-THU(S) THU 3.43P 17 NBC 201 96 SC					A	11.4	33	1010	1949	248	189	43^	585	168	315	319	281	230	1064	394	655	634	513	300	172	36^	127	102
POPEYE & SON SPECIAL-TH(S) THU 12.30P 30 CBS 148 75 CA					A	4.8	12	425	1893	193	137^	65^	619	182	341	275	284	252	561	162	329	329	282	190	241	147^	471	277
THANKSGIVING DAY PARADE(S) THU 9.00A 180 CBS 207 99 AC					A	8.8	22	780	1676	272	186	47^	795	205	373	356	349	375	530	150	267	261	251	234	85	47^	265	141
					A	5.2	16	461	1506	239	164	28^	716	208	347	357	320	327	468	151	230	218	212	205	86^	48^	237	137^
					A	8.0	22	709	1610	255	195	44^	727	226	386	378	317	296	477	151	249	231	207	202	86^	58^	321	169
					A	10.6	26	939	1677	273	190	59^	762	209	366	347	337	348	499	156	264	258	228	203	106	69	310	157
					A	10.1	23	895	1700	281	184	55^	800	199	368	353	356	383	541	147	264	259	259	249	88	49^	271	155
					A	9.6	21	851	1752	292	193	46^	865	198	392	354	382	429	586	150	292	288	290	271	79	37^	222	118
					A	9.3	21	824	1720	272	183	42^	857	192	369	354	365	436	578	146	287	286	285	262	64^	22^	220	110

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

EVE. MON. NOV. 23, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	61.8	62.5	63.2	64.0	64.8	65.9	66.6	67.4	66.5	67.2	66.3	65.5	62.7	61.7	58.9	55.9

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MACGYVER
(PAE) →

← NFL MONDAY NIGHT FOOTBALL
LA RAMS VS WASHINGTON
(9:00-12:20)(PAE) →

11,960						16,830										
13.5	12.7 *				14.2 *	19.0	17.0 *		20.1 *		21.7 *		20.4 *			
21	20 *				22 *	33	26 *		31 *		34 *		33 *			
12.6	12.8	14.2	14.2	16.2	17.8	19.7	20.5	21.6	21.9	21.1	19.8					

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FRANK'S PLACE	KATE & ALLIE	NEWHART	DESIGNING WOMEN (PAE)	← CAGNEY & LACEY →
10,100	12,400	16,040	15,150	12,940
11.4	14.0	18.1	17.1	14.6
17	21	27	26	24
11.7	11.0	13.4	14.6	14.8
		17.9	18.3	17.0
				14.8
				14.8
				14.6
				14.4

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF

VALERIE'S FAMILY

← NBC MONDAY NIGHT MOVIES
LENA: MY 100 CHILDREN →

16,750		14,260		11,870												
18.9		16.1		13.4	13.7 *		13.6 *		13.2 *		12.9 *					
29		24		21	21 *		21 *		21 *		22 *					
18.1	19.7	16.3	16.0	13.5	13.9	14.0	13.3	13.3	13.1	13.0	12.8					

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.8	14.1	13.3	13.1	13.2	12.9	11.2	9.6
24	22	20	20	20	20	18	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7	3.1	3.0	2.9	3.6	3.4	2.6	2.4
6	5	5	4	5	5	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.8	3.4	4.1	3.2	2.9	2.0	1.8
3	4	5	6	5	4	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.1	5.6	5.5	6.1	5.3	5.0	5.0	4.1
8	9	8	9	8	8	8	7

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	1.7	2.3	2.0	2.0	2.4	2.4	2.1
3	3	4	3	3	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.24, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	59.6	59.9	60.9	62.7	63.9	65.2	65.5	67.1	64.7	64.5	64.0	63.2	60.1	59.1	57.0	54.4

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?	GROWING PAINS (PAE)	ROLLING STONE MAG. 20 YRS (PAE)
18,340	18,340	10,900
20.7	20.7	12.3
32	31	19 *
20.0	21.5	11.6
	20.6	11.2
	20.8	11.6
		12.9
		13.1
		12.5
		11.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CHARLIE BROWN THANKSGIVING (R)	FIRST KISS, CHARLIE BROWN (R)	SPECIAL MOVIE PRSNT.-TUE THE GAMBLER III, PART 2 (PAE)
9,920	10,900	15,330
11.2	12.3	17.3
17	19	28
11.1	11.3	16.4
	11.8	15.8
	12.8	16.5
		17.1
		18.1
		18.1
		18.4
		18.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

TUESDAY MOVIE OF THE WEEK THE KARATE KID (R)	CRIME STORY
12,490	10,010
14.1	11.3
22	19 *
11.3	11.2
11.5 *	11.4 *
18 *	20 *
12.8	11.3
13.4	11.4
15.6	11.4
15.6	11.4
16.3	11.4
15.9	11.4
16.3	11.4
15.9	11.4
16.3	11.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.7	15.5	14.3	13.9	14.3	14.1	12.5	10.3
28	25	22	21	22	22	21	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.8	3.5	3.4	3.1	3.3	3.3	2.6	2.0
6	6	5	5	5	5	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.5	4.2	4.3	3.3	3.2	2.5	2.3
3	4	7	6	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.3	5.6	5.9	6.0	6.1	5.8	5.4	4.1
9	9	9	9	9	9	9	7

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.3	2.7	3.1	3.5	3.0	3.0	2.8
3	4	4	5	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 0.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.6	55.9	56.0	56.1	55.6	56.9	57.6	58.0	57.3	57.2	56.4	56.1	55.5	54.4	53.1	51.8

ABC TV

AVERAGE AUDIENCE {
(HHlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

						PERFECT STRANGERS		HEAD OF THE CLASS		HOOPERMAN		SLAP MAXWELL (PAE)			DYNASTY (PAE)	
						12,320		12,850		13,290		10,900		11,780		
						13.9		14.5		15.0		12.3		13.3	12.9 *	13.6 *
						25		25		26		22		25	23 *	26 *
						13.4	14.5	14.3	14.7	15.0	14.9	12.3	12.3	12.9	12.9	13.7

CBS TV

AVERAGE AUDIENCE {
(HHlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

								OLDEST ROOKIE								
						7,440				7,090						
						8.4	8.3 *		8.4 *	8.0	8.4 *		8.1 *		7.9 *	7.7 *
						15	15 *		15 *	14	15 *		14 *		14 *	15 *
						8.5	8.0	8.4	8.5	8.5	8.3	8.1	8.1	8.1	7.8	7.6

NBC TV

AVERAGE AUDIENCE {
(HHlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

								HIGHWAY TO HEAVEN								
						12,050				10,900				13,020		
						13.6	13.3 *		13.8 *	12.3	11.7 *		13.0 *	14.7	14.8 *	14.5 *
						24	24 *		24 *	22	20 *		23 *	27	27 *	28 *
						13.0	13.6	13.9	13.7	11.7	11.6	12.6	13.4	14.4	15.2	14.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.7		14.2		12.9		12.5		14.7		15.4		12.9		10.8
27		25		23		22		26		27		23		21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7		3.7		3.8		3.4		3.8		4.2		3.4		2.6
7		7		7		6		7		7		6		5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		2.8		3.5		4.4		2.9		2.8		1.8		1.6
4		5		6		8		5		5		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6		5.6		5.4		5.5		5.3		5.3		5.2		4.5
10		10		10		10		9		9		9		9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.6		3.3		3.8		5.1		4.7		5.0		4.9
3		3		6		7		9		8		9		9

U.S. TV HOUSEHOLDS: 88,000,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	45.6	47.2	47.8	48.5	48.7	50.9	51.4	52.5	53.4	53.6	52.7	52.9	52.7	52.9	51.5	49.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

SLEDGE HAMMER CHARMINGS ← ABC THURSDAY NIGHT MOVIE
N. ROCKWELL 'BREAKING HOME TIES' (PAE) →

5,670	5,400	8,590														
6.4	6.1	9.7	8.1	*		9.1	*		10.9	*		10.6	*		10.6	*
13	12	19	15	*		17	*		21	*		21	*		21	*
6.2	6.5	5.8	6.3		7.9	8.4	9.0	9.3	10.6	11.1	10.8	10.4				

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS NFL FTBL GAME-THU MINNESOTA VS DALLAS (4:00-8:00) BUGS BUNNY THANKSGIVING (R) DAFFY-THANKS FOR GIVING (R) SPECIAL MOVIE PRSNT.-THU GANDHI PART 2 (PAE)

					10,010		11,250		6,820								
	19.2 *				18.6 *	11.3	12.7		7.7	7.5 *		7.2 *		8.2 *		7.8 *	
	44 *				40 *	23	24		15	14 *		14 *		16 *		15 *	
18.7	19.7	20.6			16.7	11.5	11.1	12.4	13.1	8.3	6.8	7.2	7.2	8.4	8.0	7.9	7.6

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BILL COSBY SHOW (R) A DIFFERENT WORLD (R) CHEERS MAMA'S BOY SPECIAL THIS IS YOUR LIFE SPCL

16,390	14,970	17,280	14,090	12,940												
18.5	16.9	19.5	15.9	14.6	14.5	*			14.8	*					14.8	*
37	33	36	30	28	27	*			29	*					29	*
17.5	19.6	16.6	17.1	19.1	19.9	16.1	15.7	14.3	14.6	14.8	14.8					

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.8	9.3	8.2	8.8	9.5	10.9	9.1	8.3
21	19	16	17	18	21	17	16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3	2.4	2.1	2.5	2.3	2.9	2.3	2.0
5	5	4	5	4	5	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.9	2.4	3.0	2.5	2.5	2.1	1.8
2	4	5	6	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7	4.5	5.9	6.8	7.9	8.3	8.4	8.3
8	9	12	13	15	16	16	16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.4	1.6	1.8	3.0	3.6	4.1	3.6
3	3	3	3	6	7	8	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.9	54.8	55.4	55.7	56.0	57.1	57.7	57.9	57.8	58.1	57.7	57.3	55.6	54.9	54.0	52.8

ABC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

FULL HOUSE (R)	I MARRIED DORA	MR. BELVEDERE	PURSUIT OF HAPPINESS (PAE)	20/20 (PAE)
8,240	7,800	8,420	6,200	10,100
9.3	8.8	9.5	7.0	11.4 *
16	15	16	12	21 *
9.3	9.3	9.3	7.1	11.4
				11.5
				11.5
				11.2

CBS TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BEAUTY & THE BEAST	DALLAS (PAE)	FALCON CREST
11,250	13,910	11,960
12.7	15.7 *	13.5 *
22	27	25 *
11.7	14.5	13.3
12.3	15.3	13.5
13.2	16.3	13.6
13.5	16.5	13.6

NBC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

DISNEY CELEBRITY CIRCUS	FRIDAY MOVIE OF THE WEEK POLICE ACADEMY (R)
11,700	13,020
13.2	14.7 *
23	26 *
12.2	13.3
12.8	13.5
13.9	14.2
14.1	14.1
	15.0
	15.5
	16.4
	15.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.4	13.9	11.8	11.3	10.1	10.2	8.2	6.3
27	25	21	20	17	18	15	12

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0	3.6	3.4	2.9	2.6	3.0	2.5	1.5
7	6	6	5	4	5	5	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.1	3.0	2.5	2.2	2.5	2.4	1.9
3	4	5	4	4	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0	5.2	6.3	6.3	6.0	5.6	4.6	4.2
9	9	11	11	10	10	8	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2	2.2	3.7	3.9	4.5	4.5	4.3	4.1
4	4	7	7	8	8	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.8	51.2	51.9	52.6	55.8	56.6	57.3	57.9	58.6	58.8	57.6	57.3	53.7	52.5	51.9	51.9	49.5	46.8

ABC TV

(1)

ABC MOVIE SPECIAL-SAT
SMOKEY AND THE BANDIT, II
(R)(PAE)

HOTEL
(PAE)

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

7,180													7,440					
8.1	6.7 *						8.0 *		8.6 *		9.2 *	8.4	8.2 *		8.6 *			
14	12 *						14 *		15 *		16 *	16	15 *		17 *			
6.3	7.1	7.9					8.1	8.8	8.3	9.3	9.1	8.2	8.2	8.5	8.7			

CBS TV

CBS SATURDAY MOVIE
AGATHA CHRISTIE MURDER IN 3 ACTS
(R)(PAE)

WEST 57TH

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

8,590													6,910					
9.7	9.8 *						9.6 *		9.4 *		10.0 *	7.8	7.8 *		7.9 *			
17	17 *						17 *		16 *		17 *	15	15 *		15 *			
10.1	9.5	9.6					9.6	9.3	9.5	10.1	9.8	8.1	7.6	7.7	8.0			

NBC TV

FACTS OF LIFE

227

GOLDEN GIRLS

AMEN

HUNTER

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

14,180		16,570		20,290		16,300		15,680										
16.0		18.7		22.9		18.4		17.7	17.4 *				18.0 *					
28		32		39		32		34	33 *				35 *					
14.9	17.1	18.1	19.3	22.5	23.4	18.5	18.2	17.5	17.4	18.1	17.9							

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.3		15.1		9.4		8.6		8.7		9.4		9.0		8.2		8.2		
28		29		17		15		15		16		17		16		17		

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5		3.5		1.8		1.6		2.0		2.0		1.7		1.5		1.4		
7		7		3		3		3		3		3		3		3		

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.9		3.8		3.8		2.9		3.1		3.1		2.6		2.1		
5		6		7		7		5		5		6		5		4		

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.2		7.3		7.7		7.1		5.7		6.2		6.3		5.6		4.4		
14		14		14		12		10		11		12		11		9		

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4		2.7		3.5		3.2		3.6		3.5		3.8		3.4		4.1		
5		5		6		6		6		6		7		7		9		

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC COLLEGE FOOTBALL-GAME, ARIZONA VS ARIZONA ST.(PAE),ABC,(3:24-7:01)

For explanation of symbols, See page 11

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	41.6	38.6	35.7	34.1	31.5	29.0	24.8	22.2	19.7	17.6	15.2	13.8	12.2	11.1				

ABC TV

(1)

AVERAGE AUDIENCE { 2,220
 (Hhlds (000) & %) 2.5
 SHARE AUDIENCE % 7
 AVG. AUD. BY 1/4 HR % 2.5

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

SAT NIGHT'S MAIN EVENT 13
 (11:30-12:53)(PAE)

AVERAGE AUDIENCE { 9,830
 (Hhlds (000) & %) 11.1
 SHARE AUDIENCE % 31
 AVG. AUD. BY 1/4 HR % 11.1

11.1 * 11.7 *
 28 * 34 *
 11.0 11.5 11.8 10.5

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 7.7 6.2 5.5 5.4 4.3 3.5 3.0
 SHARE AUDIENCE % 19 18 18 23 23 24 26

SUPERSTATIONS

AVERAGE AUDIENCE 1.8 1.8 1.6 1.3 1.2 1.0 0.8
 SHARE AUDIENCE % 4 5 5 6 6 7 7

PBS

AVERAGE AUDIENCE 1.7 1.1 1.0 0.6 0.4 0.2 0.2
 SHARE AUDIENCE % 4 3 3 3 2 1 2

CABLE ORIG.

AVERAGE AUDIENCE 4.8 3.4 2.7 2.4 2.1 1.7 1.7
 SHARE AUDIENCE % 12 10 9 10 11 12 15

PAY SERVICES

AVERAGE AUDIENCE 4.3 4.4 4.0 4.1 3.9 3.2 2.6
 SHARE AUDIENCE % 11 13 13 17 21 22 22

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	65.4	66.8	67.9	69.0	70.5	71.4	71.1	71.1	70.7	70.0	68.0	67.3	64.6	63.4	62.2	59.2	52.6	44.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← DISNEY SUNDAY MOVIE STUDENT EXCHANGE, PART 1 →				← SPENSER: FOR HIRE →				← LAS VEGAS: 75TH ANNIV. (PAE) →									
	10,100				9,660				13,380									
	11.4	10.5 *		12.3 *	10.9	10.0 *		11.9 *	15.1	13.5 *		16.3 *		15.9 *		14.9 *		
	17	16 *		18 *	15	14 *		17 *	23	19 *		24 *		25 *		25 *		
	10.1	11.0	12.3	12.3	9.5	10.4	11.9	12.0	12.8	14.2	16.1	16.5	16.2	15.6	15.4	14.4		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(1)	← 60 MINUTES (7:22-8:22)(PAE) →				← MURDER, SHE WROTE (8:22-9:22)(PAE) →				← CBS SUNDAY MOVIE THE LONG JOURNEY HOME (9:22-11:22)(PAE) →				(2)					
	21,260				20,730				18,690									3,190
	24.0			24.2 *	23.4			21.9 *	21.1			21.6 *		21.2 *		21.1 *		3.6
	35			36 *	33			31 *	33			32 *		33 *		34 *		10
	18.9	22.6	23.6	24.7	24.8	20.9	21.3	22.4	26.9	20.9	21.6	21.6	21.2	21.1	21.2	21.1	21.4	3.8

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← OUR HOUSE →				FAMILY TIES	MY TWO DAD'S	NIGHT COURT SPECIAL	BEVERLY HILL'S BUNTZ SPCL	← UNSOLVED MYSTERIES →									
	11,250				17,900		15,680	15,150	11,870	11,160								
	12.7	11.6 *		13.7 *	20.2		17.7	17.1	13.4	12.6			12.7 *			12.4 *		
	19	18 *		20 *	28		25	24	20	20 *			20 *			20 *		
	10.9	12.3	13.0	14.4	19.0	21.5	17.8	17.6	16.5	17.7	13.6	13.1	12.7	12.7	12.7	12.2		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.1		14.9		11.8	10.9	8.3	8.9	7.1	5.8	4.9
23		22		17	15	12	13	11	10	10

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7		4.0		3.1	3.1	2.2	2.5	2.1	1.9	1.2
6		6		4	4	3	4	3	3	2

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.2		3.3	4.6	2.0	1.9	1.0	0.9	0.8
4		3		5	6	3	3	2	1	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.5		5.8		7.2	8.6	8.8	8.8	7.9	6.7	5.1
8		8		10	12	13	13	12	11	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		2.3		2.6	3.0	3.7	3.9	4.2	3.4	2.6
3		3		4	4	5	6	7	6	5

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS NFL FOOTBALL GAME 2, TAMPA BAY VS LA RAMS, NY GIANTS VS WASHINGTON, (PAE), CBS, (MULTI SEGMENT)
(2) CBS SUNDAY NEWS-OSGOOD, (PAE), CBS, (11:22-11:37)

For explanation of symbols, See page 0.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.3	29.3	24.7	22.6	19.6	17.6	15.7	14.4	12.5	11.3	10.3	9.4	8.2	7.5				

ABC TV

(1)

AVERAGE AUDIENCE { 2,130
 (HHids (000) & %) 2.4
 SHARE AUDIENCE % 9
 AVG. AUD. BY 1/4 HR % 2.4

CBS TV

(2)

AVERAGE AUDIENCE {
 (HHids (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR % 3.4

NBC TV

(3) (PAE)

AVERAGE AUDIENCE { 1,590
 (HHids (000) & %) 1.8
 SHARE AUDIENCE % 6
 AVG. AUD. BY 1/4 HR % 1.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE 4.4 4.0 3.2 2.4 2.2 1.7 1.1
 SHARE AUDIENCE % 14 17 17 16 18 17 14

SUPERSTATIONS

AVERAGE AUDIENCE 1.1 1.1 0.8 0.8 1.1 0.9 0.5
 SHARE AUDIENCE % 3 5 4 5 9 9 6

PBS

AVERAGE AUDIENCE 1.0 0.7 0.5 0.2 0.1 0.1 0.1
 SHARE AUDIENCE % 3 3 3 1 1 1 1

CABLE ORIG.

AVERAGE AUDIENCE 3.2 2.4 1.9 1.6 1.4 1.3 1.2
 SHARE AUDIENCE % 10 10 10 11 12 13 15

PAY SERVICES

AVERAGE AUDIENCE 2.8 2.7 2.3 2.0 1.7 1.7 1.5
 SHARE AUDIENCE % 9 11 12 13 14 17 19

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN ABC (11:30-11:45)
 (2) CBS SUNDAY NEWS-OSGOOD CBS (11:30-11:37)
 (3) G MICHAELS SPORTS MACHINE, NBC (11:30-11:45)

For explanation of symbols, See page 0.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.1	8.4	10.2	12.0	14.7	17.0	18.6	19.9	21.4	22.8	23.8	24.7	25.4	26.5	27.2	27.9	26.4	26.7

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)										
	970		1,580				3,280				3,760							
	1.1		1.8				3.7				4.2							
	13		15				19				17							
	1.1		1.8				3.6	3.8			4.2	4.3						

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

			CBS MORNING NEWS- 6:30AM		CBS MORNING NEWS- 7:00AM	← MORNING PROGRAM →						← (PAE) →					\$25,000 PYRAMID (MON-WED) (PAE)
	990				1,540		1,770										2,950
	1.1				1.7		2.0	1.8 *		2.0 *		2.2 *					3.3
	12				12		10	10 *		10 *		10 *					15
	1.1	1.1		1.7	1.8	1.8	1.8	1.9	2.1	2.2	2.3					3.1	3.5

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC NEWS AT SUNRISE (PAE)		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)		← (PAE) →		SALE OF THE CENTURY (M-WF) (PAE)	
1,400		3,690		4,380				2,700	
1.6		4.2		4.9				3.1	
18		22		21				13	
1.4	2.1	4.1	4.2	5.0	4.9			2.9	3.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		2.8		4.5		5.8		6.3		6.8		6.0		5.7		5.7
20		25		28		30		28		28		23		21		22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5		1.0		1.3		1.7		1.7		1.7		1.7		1.7		1.7
7		9		8		9		8		7		7		6		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

<<		0.1	^	0.4	^	0.6		0.8		0.9		1.3		1.3		1.1
<<		1	^	2	^	3		4		4		5		5		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0		1.3		1.7		2.0		2.3		2.7		2.9		3.1		3.0
13		12		11		10		10		11		11		11		11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0		1.0		1.0		1.2		1.2		1.2		1.3		1.2		1.2
13		9		7		6		6		5		5		4		5

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	27.1	27.9	28.3	29.0	29.4	29.7	29.9	30.1	30.0	30.7	31.5	32.1	31.8	32.0	31.2	31.3	31.3	31.5
ABC TV																		
AVERAGE AUDIENCE (Hhds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR																		
			WHO'S THE BOSS? M-F		MR. BELVEDERE M-F		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (PAE) →			
			3,560		2,910		3,010		3,760		6,590				6,220			
			4.0		3.3		3.4		4.2		7.4		7.1 *		7.8 *	7.0 *		7.1 *
			14		11		11		14		23		22 *		24 *	22 *		23 *
			3.8	4.3	3.2	3.4	3.4	3.4	4.1	4.4	6.8	7.4	7.7	7.9	7.1	7.0	7.0	7.1
CBS TV																		
AVERAGE AUDIENCE (Hhds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR																		
		NEW CARD SHARKS (MON-WED)(PAE)	PRICE IS RIGHT 1 (MON-WED)(PAE)		PRICE IS RIGHT 2 (MON-WED)(PAE)				← YOUNG AND THE RESTLESS (MON-WED)(PAE) →				BOLD AND THE BEAUTIFUL (MON-WED)(PAE)		← AS THE WORLD TURNS (MON-WED)(PAE) →			
	3,040		4,550		5,760				7,060				4,700		5,820			
	3.4		5.1		6.5				8.0	7.9 *		8.0	5.3 *		6.6	6.5 *		6.6 *
	16		23		28				30	30 *		29 *	18		23	23 *		23 *
	3.3	3.6	4.9	5.3	6.3	6.7			7.7	8.2	8.1	8.0	5.2	5.4	6.5	6.7	6.6	6.6
NBC TV																		
AVERAGE AUDIENCE (Hhds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR																		
		CLASSIC CONCENTRATION (M-WF)(PAE)	WHEEL OF FORTUNE (M-WF)(PAE)		WIN, LOSE OR DRAW (M-WF)(PAE)		SUPER PASSWORD (M-WF)(PAE)		SCRABBLE (M-WF)(PAE)		← DAYS OF OUR LIVES (M-WF)(PAE) →				← ANOTHER WORLD (M-WF)(PAE) →			
	3,300		4,940		3,900		3,080		3,790		6,530				4,390			
	3.7		5.6		4.4		3.5		4.3		7.4	7.2 *		7.6 *	5.0 *	4.9 *		5.0 *
	16		22		17		13		15		24	24 *		25 *	16 *	16 *		17 *
	3.6	3.9	5.5	5.7	4.4	4.5	3.4	3.5	4.1	4.5	7.1	7.3	7.6	7.5	4.9	4.8	5.1	5.1
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	5.7		5.3		5.2		5.7		6.4		6.1		6.5		6.9		6.9	
SHARE AUDIENCE %	21		18		18		19		21		19		21		22		22	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.9		1.9		1.8		1.8		1.9		1.8		1.9		2.0		2.1	
SHARE AUDIENCE %	7		7		6		6		6		6		6		6		7	
PBS																		
AVERAGE AUDIENCE	1.0		0.9		0.8		0.9		0.9		0.9		0.8		0.7		0.7	
SHARE AUDIENCE %	4		3		3		3		3		3		2		2		2	
CABLE ORIG.																		
AVERAGE AUDIENCE	3.1		3.2		3.6		3.3		3.3		3.3		3.2		3.4		3.4	
SHARE AUDIENCE %	11		11		12		11		11		10		10		11		11	
PAY SERVICES																		
AVERAGE AUDIENCE	1.2		1.2		1.0		1.2		1.2		1.3		1.3		1.5		1.4	
SHARE AUDIENCE %	4		4		4		4		4		4		4		5		4	
U.S. TV HOUSEHOLDS:	88,600,000																	

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	31.6	32.1	32.5	32.8	33.1	34.4	35.5	37.2	38.8	40.7	42.2	44.4	50.1	51.9	52.8	54.2

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

← GENERAL HOSPITAL →

6,540
7.4
23
7.2

7.3
23
7.3

*
*
7.4

7.5
23
7.5

*
*
%

ABC WORLD
NEWS TONIGHT

9,290
10.5
20
10.2

10.7

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

5,400
6.1
20
6.3

6.1
21
6.0

*
*
6.1

6.1
20
6.1

*
*
%

← GUIDING LIGHT
(MON-WED)(PAE) →

(PAE)

CBS EVENING
NEWS-RATHER
(M-WF)(PAE)

10,030
11.3
21
11.3

11.4

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

4,520
5.1
16
4.9

5.0
16
5.0

*
*
5.3

5.2
16
5.2

*
*
%

← SANTA BARBARA
(M-WF)(PAE) →NBC NIGHTLY
NEWS

9,040
10.2
19
10.1

10.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.3
23

7.8
24

8.6
25

9.1
25

10.5
26

11.2
26

13.0
25

14.2
27

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2
7

2.4
7

2.4
7

2.3
6

2.6
6

2.5
6

2.6
5

2.8
5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7
2

0.8
2

0.8
2

0.9
2

0.9
2

1.0
2

1.2
2

1.3
2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7
12

3.9
12

4.2
12

4.2
12

4.0
10

4.6
11

4.9
10

5.2
10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2
4

1.3
4

1.3
4

1.3
3

1.3
3

1.4
3

1.6
3

1.8
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.2	6.9	8.3	9.8	12.0	13.9	16.0	18.3	20.7	22.9	24.1	25.7	26.8	28.5	30.0	31.1	31.8	32.3
ABC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)					1,680		1,950		2,480		2,840		2,840		4,430		3,100	
SHARE AUDIENCE %					1.9		2.2		2.8		3.2		3.2		5.0		3.5	
AVG. AUD. BY 1/4 HR					15		13		13		13		12		16		11	
					1.6	2.2	2.2	2.2	2.7	2.8	3.0	3.4	3.0	3.4	4.9	5.2	3.3	3.7
							CARE BEAR FAMILY		LITTLE CLOWNS-HAPPYTOWN		MY PET MONSTER		ALL NEW POUND PUPPIES		LITTLE WIZARDS		REAL GHOSTBUSTERS	FLINTSTONE KIDS
CBS TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)					1,590		2,840		3,720		4,430		5,490		2,920		3,190	
SHARE AUDIENCE %					1.8		3.2		4.2		5.0		6.2		3.3		3.6	
AVG. AUD. BY 1/4 HR					11		19		20		21		23		12		12	
					1.6	2.0	2.9	3.5	4.0	4.5	4.8	5.2	5.9	6.5	3.5	3.2	3.4	3.8
							HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE(B)	POPEYE & SON(B)
NBC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)					2,220		2,920		4,340		4,870		5,940		6,200		5,850	
SHARE AUDIENCE %					2.5		3.3		4.9		5.5		6.7		7.0		6.6	
AVG. AUD. BY 1/4 HR					19		19		22		22		24		23		21	
					2.2	2.7	3.0	3.6	4.7	5.2	5.5	5.6	6.5	6.9	6.8	7.3	6.9	6.3
							GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		ALF-SAT MORN (PAE)		ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.6		2.6		3.1		4.0		5.0		5.6		6.1		7.1		7.9	
SHARE AUDIENCE %	24		29		24		23		23		22		22		23		25	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.3		0.7		0.8		1.3		1.3		1.5		1.6		1.6		2.1	
SHARE AUDIENCE %	5		8		6		8		6		6		6		5		7	
PBS																		
AVERAGE AUDIENCE	0.2		0.3		0.4		0.7		0.7		0.8		1.0		1.2		1.4	
SHARE AUDIENCE %	3		3		3		4		3		3		4		4		4	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.2		1.3		1.9		2.6		3.2		3.7		3.7		4.3		4.9	
SHARE AUDIENCE %	18		14		15		15		15		15		13		14		15	
PAY SERVICES																		
AVERAGE AUDIENCE	1.1		1.0		1.3		1.1		1.2		1.4		1.6		1.8		1.9	
SHARE AUDIENCE %	17		11		10		6		6		6		6		6		6	
U.S. TV HOUSEHOLDS:	88,600,000																	

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	32.1	31.8	32.0	33.1	33.7	34.0	33.7	33.6	33.6	33.6	34.3	35.1	35.2	35.2	35.5	35.7	35.9	37.2

ABC TV

		BUGS BUNNY & TWEETY SHOW		ANIMAL CRACK-UPS		HEALTH SHOW SPECIAL					MINOLTA STAKES TENNIS-SAT					(1)		(2)
AVERAGE AUDIENCE (HHids (000) & %)	{	3,630		2,570		1,150		1,060							1,590	2,300		
SHARE AUDIENCE %	%	4.1		2.9		1.3		1.2		1.5 *		1.3 *		1.2 *	1.0 *	1.8	2.6	2.4 *
AVG. AUD. BY 1/4 HR	%	12		9		4		3		4 *		4 *		3 *	5	6	7	7 *
	%	4.1	4.1	2.8	3.1	1.4	1.3	1.7	1.2	1.3	1.2	1.4	1.0	0.9	1.0	2.0	2.1	2.4

CBS TV

		TEEN WOLF(B)																(3)
AVERAGE AUDIENCE (HHids (000) & %)	{	2,920		8,060													10,720	
SHARE AUDIENCE %	%	3.3		9.1		6.0 *		8.4 *		9.5 *		8.9 *		9.4 *	10.1 *	10.1 *	12.1	10.6 *
AVG. AUD. BY 1/4 HR	%	11		27		19 *		25 *		28 *		26 *		27 *	29 *	28 *	29	29 *
	%	3.1	3.5	5.0	6.2	8.0	8.7	9.6	9.5	9.2	8.6	9.1	9.7	10.0	10.1	10.2	10.3	10.7

NBC TV

		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING												SKINS GAME SAT (3:30-6:03)
AVERAGE AUDIENCE (HHids (000) & %)	{	4,340		3,810		3,280					3,190						4,430	
SHARE AUDIENCE %	%	4.9		4.3		3.7					3.6	3.2 *		3.5 *		4.1 *	5.0	4.1 *
AVG. AUD. BY 1/4 HR	%	15		13		11					10	9 *		10 *		11 *	13	11 *
	%	4.9	4.9	4.4	4.3	3.6	3.7				3.0	3.3	3.5	3.6	3.9	4.3	4.2	3.9

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.2		8.1		8.6		7.8		8.6		9.6		9.3		8.8		9.7	
SHARE AUDIENCE %	26		25		25		23		26		28		26		25		27	

SUPERSTATIONS

AVERAGE AUDIENCE	1.8		2.1		2.2		1.8		1.8		2.3		2.2		2.1		2.3	
SHARE AUDIENCE %	6		6		6		5		5		7		6		6		6	

PBS

AVERAGE AUDIENCE	1.4		1.7		2.0		2.1		2.2		1.9		1.9		1.8		1.8	
SHARE AUDIENCE %	4		5		6		6		7		5		5		5		5	

CABLE ORIG.

AVERAGE AUDIENCE	4.9		5.4		5.0		5.2		5.4		5.7		5.7		5.5		5.5	
SHARE AUDIENCE %	15		17		15		15		16		16		16		15		15	

PAY SERVICES

AVERAGE AUDIENCE	2.5		2.5		2.0		2.2		2.6		2.9		2.9		3.3		3.6	
SHARE AUDIENCE %	8		8		6		7		8		8		8		9		10	

U.S. TV HOUSEHOLDS: 88,600,000

- (1) ABC COLLEGE FOOTBALL - PRE (PAE), ABC, (3:13-3:24)
 (2) ABC COLLEGE FOOTBALL GAME, ARIZONA VS ARIZONA ST. (PAE), ABC, (3:24-7:01)
 (3) CBS COLLEGE FOOTBALL GM 2, NOTRE DAME VS MIAMI, (PAE), CBS, (3:40-6:49)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	37.4	38.0	39.1	39.9	39.8	41.0	42.7	44.7	47.0	48.2	49.4	50.0						

ABC TV

ABC COLLEGE FOOTBALL-GAME
ARIZONA VS. ARIZONA ST
(3:24-7:01)(PAE)

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	2.1	*		2.1	*		2.3	*		2.4	*		3.0	*		4.1	*
	6	*		5	*		6	*		5	*		6	*		8	*
	2.2	2.0	2.1	2.2	2.4	2.2	2.2	2.6	3.1	3.0	3.3	4.8					

CBS TV

CBS COLLEGE FOOTBALL GM 2
NOTRE DAME VS MIAMI
(3:40-6:49)(PAE) (1)

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	12.0	*		12.7	*		11.5	*		12.5	*		12.5	*		8,150	
	32	*		32	*		28	*		29	*		26	*		9.2	
	11.8	12.2	12.8	12.6	11.6	11.5	12.3	12.7	12.5	12.4	12.4	9.2					

NBC TV

SKINS GAME-SAT.
(3:30-6:03)

NBC NIGHTLY
NEWS-SAT.

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

														10,010
	4.1	*		4.6	*		5.7	*		6.4	*			11.3
	11	*		12	*		14	*		15	*			22
4.1	4.1		4.4	4.8	5.5	5.8	6.3	6.5	7.9			10.8	11.9	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.2		10.9		11.8		13.1		13.5		14.1
27		28		29		30		28		28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		3.1		3.7		4.2		4.1		4.0
7		8		9		10		9		8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		1.9		2.0		2.7		2.4		2.5
5		5		5		6		5		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6		6.2		5.9		5.5		7.1		7.3
15		16		15		13		15		15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.7		2.8		2.9		2.4		2.2
7		7		7		7		5		4

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS COLLEGE FOOTBALL POST, (PAE), CBS, (6:49-7:00)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.6	6.4	7.4	8.6	10.1	11.8	14.0	15.9	18.4	20.8	23.3	25.3	26.1	26.8	27.0	28.3	29.9	30.3

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUNDAY MORNING →										FACE THE NATION	
3,370										2,480	
3.8	2.9	*						4.0	*	4.3	* 2.8
16	14	*						16	*	16	* 9
2.7	3.2	3.7						4.4	4.4	4.3	2.8 2.9

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUNDAY TODAY →										→ MEET THE PRESS	
1,330										1,420	
1.5	1.2	*			1.6	*		1.9	*	1.6	
9	10	*			10	*		9	*	6	
1.1	1.3	1.4			1.7	2.0		1.8	1.5	1.6	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	1.6		2.5		3.9		5.6		6.8		8.5		9.1		9.8		10.6
SHARE AUDIENCE %	27		31		35		37		35		35		34		35		35

SUPERSTATIONS

AVERAGE AUDIENCE	0.3	^	0.5	^	1.4		2.1		2.5		2.8		3.2		3.5		3.9
SHARE AUDIENCE %	5	^	6	^	13		14		13		12		12		13		13

PBS

AVERAGE AUDIENCE	0.1	^	0.3	^	0.5	^	0.9		1.2		1.6		1.8		1.5		1.4
SHARE AUDIENCE %	2	^	4	^	5	^	6		6		7		7		5		5

CABLE ORIG.

AVERAGE AUDIENCE	1.2		1.6		2.2		2.5		3.3		4.1		4.8		5.0		5.3
SHARE AUDIENCE %	20		20		20		17		17		17		18		18		18

PAY SERVICES

AVERAGE AUDIENCE	1.4		1.3		1.2		1.4		1.7		2.4		2.9		3.2		3.2
SHARE AUDIENCE %	23		16		11		9		9		10		11		12		11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	31.5	32.6	33.2	34.7	36.2	38.1	39.8	41.9	43.4	44.3	44.4	44.5	44.1	45.4	45.2	45.1	44.9	45.5

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,190				1,240												
SHARE AUDIENCE %	%	3.6	3.4 *		3.8 *	1.4												
AVG. AUD. BY 1/4 HR	%	11	10 *		11 *	4												
	%	3.4	3.4	3.7	3.8	1.4	1.4											

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{				6,730		16,750											
SHARE AUDIENCE %	%				7.6		18.9	15.7 *		18.4 *		19.1 *		18.7 *		20.4 *		21.3 *
AVG. AUD. BY 1/4 HR	%				21		42	38 *		42 *		43 *		42 *		45 *		47 *
	%				6.8	8.4	14.6	16.8	18.2	18.7	19.2	19.0	17.6	19.9	20.3	20.4	21.4	21.2

CBS NFL TODAY

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)**NBC TV**

AVERAGE AUDIENCE (Hhlds (000) & %)	{				3,720		10,100											
SHARE AUDIENCE %	%				4.2		11.4	9.0 *		11.5 *		12.2 *		11.7 *		11.5 *		11.0 *
AVG. AUD. BY 1/4 HR	%				11		26	22 *		26 *		27 *		26 *		25 *		24 *
	%				3.5	4.9	8.0	10.3	11.1	11.6	12.3	12.3	12.0	11.5	11.7	11.4	11.0	11.0

NFL LIVE

NFL SINGLE
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	11.6		12.2		12.5		10.7		10.7		9.7		9.8		10.0		10.4
SHARE AUDIENCE %	36		36		34		26		24		22		22		22		23

SUPERSTATIONS

AVERAGE AUDIENCE	4.0		4.3		3.8		2.9		2.8		2.4		2.1		2.5		2.6
SHARE AUDIENCE %	13		13		10		7		6		5		5		6		6

PBS

AVERAGE AUDIENCE	1.6		1.7		1.6		1.3		1.3		1.5		1.6		1.6		1.7
SHARE AUDIENCE %	5		5		4		3		3		3		4		4		4

CABLE ORIG.

AVERAGE AUDIENCE	6.4		6.2		5.8		3.9		4.1		4.2		4.9		4.4		4.3
SHARE AUDIENCE %	20		18		16		10		9		9		11		10		10

PAY SERVICES

AVERAGE AUDIENCE	3.0		2.6		2.7		2.7		2.6		2.7		3.0		3.1		2.9
SHARE AUDIENCE %	9		8		7		7		6		6		7		7		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	46.5	45.6	45.4	46.1	46.4	47.9	49.6	51.9	53.9	55.3	57.3	59.5						
ABC TV AVERAGE AUDIENCE (Hhlds (000) & %) { 1,680 SHARE AUDIENCE % 1.9 1.5 * 1.5 * 1.7 * 2.0 * 2.8 * 4,870 AVG. AUD. BY 1/4 HR % 4 3 * 3 * 4 * 4 * 5 * 5.5 1.6 1.4 1.5 1.5 1.5 1.8 1.8 2.2 2.8 2.8 4.9 5.8																		
MINOLTA STAKES TENNIS-SUN (4:00-6:36)(PAE) (1)																		
CBS TV AVERAGE AUDIENCE (Hhlds (000) & %) { 11,340 SHARE AUDIENCE % 12.8 10.6 * 11.4 * 11.4 * 12.1 * 14.2 * 24 23 * 24 * 22 * 24 * 17.1 10.2 10.0 11.1 11.4 11.2 11.7 11.9 12.2 13.8 14.6																		
CBS NFL FOOTBALL GAME 2 TAMPA BAY VS LA RAMS, NY GIANTS VS WASHINGTON (MULTI SEGMENT)(PAE) (2)																		
NBC TV AVERAGE AUDIENCE (Hhlds (000) & %) { 6,020 SHARE AUDIENCE % 10.9 * 6.8 6.0 * 6.6 * 7.4 * 7.5 * 3,010 24 * 13 13 * 13 * 15 * 13 * 6 11.2 5.6 6.0 6.0 6.4 6.8 7.1 7.6 7.8 7.1 3.2 3.6																		
SKINS GAME-SUN. NBC NIGHTLY NEWS-SUN(B) (3)																		
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE 10.6 11.2 10.8 12.7 13.4 14.2 SHARE AUDIENCE % 23 25 23 25 25 24																		
SUPERSTATIONS AVERAGE AUDIENCE 3.0 3.4 2.9 2.9 3.3 3.2 SHARE AUDIENCE % 7 7 6 6 6 5																		
PBS AVERAGE AUDIENCE 1.7 1.8 2.0 2.5 2.5 2.6 SHARE AUDIENCE % 4 4 4 5 5 4																		
CABLE ORIG. AVERAGE AUDIENCE 3.9 4.4 5.0 6.1 5.4 5.8 SHARE AUDIENCE % 8 10 11 12 10 10																		
PAY SERVICES AVERAGE AUDIENCE 3.2 3.5 3.4 2.9 2.6 2.8 SHARE AUDIENCE % 7 8 7 6 5 5																		

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WRLD NEWS TONIGHT-SUN (PAE), ABC (6:36-7:00)

(2) CBS NFL FOOTBALL GAME 1, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)

(3) NFL SINGLE, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.